



## **CASE REPORT**

1. Complaint reference number	154/98
2. Advertiser	Mitsubishi Motors Aust Ltd (Lancer and Mirage Runout Sale)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 October 1998
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement shows women sunbaking and clad in bikinis on a beach. The action is shown as if through binoculars. A man's voice is audibly making admiring sounds/noises (presumably as he looks at the women through the binoculars). He pauses to look at one woman who happens to be holding a magazine on the back of which is a full page advertisement for a Mitsubishi car sale. The man is seemingly distracted by the advertisement. The words, 'Distractingly good prices are superimposed on the picture. The advertisement concludes by showing a shot of a man standing on a beach and looking through binoculars.

## **THE COMPLAINT**

Comments the complainant made about the advertisement included:

*'(The ad) featured a man, rather a 'peeping Tom', using binoculars to watch women on the beach...Is this behaviour in so-called 'mature' men what we should be teach our young boys, to treat and view fellow humans, female or not, as pieces of meat? As simply a pair of breasts? This attitude in real life is unpleasant, it degrades women, and it degrades men*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board was of the view that the advertisement's portrayal of the people concerned did not amount to discrimination or vilification and did not breach the Code. In addition, the advertisement's treatment of sex, sexuality and nudity did not contravene the Code. The Board dismissed the complaint.