



CASE REPORT

1. Complaint reference number	155/00
2. Advertiser	History of South Australia (National Motor Museum - 'Sex Drive' Exhibition)
3. Product	Other
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Violence Other – section 2.2
6. Date of determination	Tuesday, 13 June 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement is set in a kitchen, where a woman is working and smiling in response to a man who says to camera: 'She's got wonderful curves. Just like those old Hollywood stars. No plastic. Classic body. So reliable. I've desired her ever since I first saw her. Yep, the 1937 BMW 328.' The woman's smile disappears as the man concludes, 'Sex on wheels'. From behind, she hits him on the head with a frying pan. A voiceover announces: 'The sexiest cars of the millennium are on display at the National Motor Museum, Birdwood. Sponsored by Channel 9.'

THE COMPLAINT

Comments which the complainant made regarding this advertisement included the following:

'.....I believe the (advertisement is) in extremely bad taste and only (serves) to perpetuate the idea that women have the prerogative to exercise violence against their male counterparts whenever they feel sufficiently affronted. In my view, the public promotion of such an idea should be immediately condemned.'

THE DETERMINATION

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

The Board was of the view that the material within the advertisement did not constitute discrimination or vilification; neither did the behaviour of the woman depict violence contravening community standards. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.