



## CASE REPORT

1. Complaint reference number	16/99
2. Advertiser	Mitsubishi Motors Aust Ltd (Mirage)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 9 February 1999
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows two women in a car. The passenger comments favourably and admires the new (Mitsubishi) car belonging to the driver. After the passenger is dropped off she grunts disapprovingly as the driver drives away. The female voiceover says, 'The award winning Mirage it will be the envy of all your friends.' The driver is then shown laughing wildly as she drives away.

## THE COMPLAINT

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

*'(The advertisement)... is promoting ENVY, (one of the 7 Deadly Sins)...the friend feigns delight in the car at first, but shows jealousy when the car drives off. This is definitely morally wrong...I know what it is like to be unable to afford "the latest", and too many other people are in the same position. Whilst we should not feel jealous of those who **can** afford luxuries, at the same time people should not be encouraged to laugh at the "have nots".'*

## 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 determined that the advertisement would not offend prevailing community views and standards and did not breach the Code. The Board dismissed the complaint.