



CASE REPORT

1. Complaint reference number	170/04
2. Advertiser	Toyota Motor Corp Aust Ltd (Hilux)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 13 July 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a man wearing a T-shirt which says "Make my dinner" on the front. He stands in front of a group of male and female protestors marching for women's rights. The back of his T-shirt says "Drive a Hilux and you'll think you're unbreakable."

THE COMPLAINT

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

"[The advertisement] stereotypes men and women ie man bad, woman good! Most men don't identify with the man, and women probably don't identify with these (sic) type of feminists."

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

"We depict various situations in which a HiLux driver challenges his own, new-found 'unbreakability' by wearing a t-shirt that tempts an obvious and humorous fate."

"Clearly we have used humour to communicate our message, and to connect with the audience."

THE DETERMINATION

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

The Board considered that in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (sex)/vilification.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.