



## **CASE REPORT**

1. Complaint reference number	171/04
2. Advertiser	Vehicle Distributors Australia (Renault Megane Hatch)
3. Product	Vehicles
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 July 2004
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement is a print advertisement which depicts images of a woman wearing a bikini bottom, and the back of a Renault car. The tagline is “The perfect butt. (in 3 or 5 door).”

## **THE COMPLAINT**

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

*“This very publicly displayed advert only serves to reinforce within our society the disrespect for the female body and the idea that cars and semi-clad women go hand-in-hand. This is discriminatory and uses women and their sexuality to sell a car.”*

*“As a woman I find this extremely offensive as it compares parts of womens bodies to an inanimate object.”*

## **THE ADVERTISER’S RESPONSE**

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

*“The styling of the vehicle is unique and distinctive, controversial in fact. The TVC positioned the car as “Big, Bold and Beautiful” on the basis of the rear end styling. This was treated in a light hearted manner in the TVC and as a result of the TV [advertisement] the car has colloquially become known as the “bum” or “butt” car.”*

*“There was no disrespect intended in any way, nor was it intended to be seen in a sexual manner – it is simply a cheeky link between the rear of the car and the rear of people.”*

## **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 not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

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