



CASE REPORT

1. Complaint reference number	172/04
2. Advertiser	Mitsubishi Motors Aust Ltd (Lancer ES - Adam & Eve)
3. Product	Vehicles
4. Type of advertisement	TV
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 features a male and female intended to represent the historical figures Adam and Eve. They are wearing only a fig leaf to cover their genitals and/or breasts. They are looking for a new car. The male says “Gee, it’s tempting” and the female asks “Does it come in red?” The tagline is: “It’s history in the making with the Lancer ES.”

THE COMPLAINT

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

“In our opinion this type of advertising is not necessary and, in addition, we are grandparents and we appreciate the fact that it is not a suitable advertisement for young children to see.”

“...we believe that it is not necessary for Mitsubishi, or for any company, to have to use such advertising to promote their product.”

“I cannot believe that during a very ‘moral’ G rated movie that these ads were permitted. NO EXCUSES here for very poor programming. My family of two teens and one pre-teen were made to feel very uncomfortable and this is not acceptable.”

THE ADVERTISER’S RESPONSE

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

“Each commercial (in the series) has a deliberate element of humour to help engage consumers, therefore better communicate the details of the sale.”

“To be true to history, both characters are clothed in fig leaves. We created sizeable ‘leaves’ to ensure:

- the modesty of the actors;*
- viewers recognized them as fig leaves, leaving them in no doubt that the characters were ‘Adam & Eve;’*
- the commercial would be in line with prevailing community and moral standards; and*
- the commercial be approved by the Federation of Australian Commercial Television Stations (FACTS), and received a ‘G’ rating.”*

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.