



CASE REPORT

- | | |
|-------------------------------|-----------------------------------|
| 1. Complaint reference number | 174/02 |
| 2. Advertiser | Toyota Motor Corp Aust Ltd (Rav4) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 9 July 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television commercial opens on a mountain scene where it is indicated a daredevil stunt driver, ‘Camevel,’ is about to attempt a jump across a canyon. The vehicle involved is revealed as a Rav4, which is driven at speed over the cliff edge to the excitement of a crowd of onlookers. Spectators look concerned when it appears the vehicle failed to make it right across the gap, but excited again when it is pointed out climbing virtually vertically up the cliff face on the other side of the canyon. The excitement continues when the driver is revealed to be a camel. The character performs Toyota’s ‘Oh what a feeling’ leap into the air on the side of the canyon, but appears to fall into the canyon as the advertisement concludes.

THE COMPLAINT

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

“... the vehicle is climbing up the other side of the chasm almost perpendicular. A view which is seen by myself as downright deceptive advertising.”

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 considered that the advertisement employed humour that most people would recognise, and determined that the material did not contravene the Code in relation to health and safety.

The Board further determined that the advertisement did not breach the Code on any grounds. Accordingly, the complaint was dismissed.