



CASE REPORT

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| 1. Complaint reference number | 179/00 |
| 2. Advertiser | Mike Carney Toyota (Back to Front Sale) |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 June 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

There are two television advertisements, each beginning with the back view of a woman wearing a short skirt and bending over a car. She then faces the camera and opens her shirt to reveal a bikini top. A voiceover says, 'It's back to front'. A man appears, stands in front of the woman and, as they are shown on-screen with the text, 'Slashed', he lists the vehicles and their prices. The advertisements conclude with a shot of the woman, back to camera, who turns and again opens her shirt to display the bikini top. The voiceover concludes, 'Hurry to Mike Carney's back to front sale'.

THE COMPLAINT

Comments which the complainant made regarding these advertisements included the following:

'This ad is very provocative and I know that sex sells but what a sleazy ad.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether these advertisements breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the portrayal of the woman within the advertisement did not offend prevailing community standards in its depiction of sex/sexuality/nudity and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.