



CASE REPORT

1. Complaint reference number	184/00
2. Advertiser	Nissan Motor Co Aust Pty Ltd (3 Litre Turbo Diesel Patrol)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 13 June 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement, to country and western music, portrays people in a country town, all of whom have hair which stands upright, puckered foreheads and fixed, open mouths causing them to speak with difficulty. It begins with a shot of a dirt-surfaced main street and a man emerging from a general store who says, ‘G’day, Brian’, to another who replies, ‘G’day, Les’. Two men sit on a bench, one saying to the other, ‘Looks like rain’, and receiving a nod in response. Two men looking at a newspaper shake their heads at each other. Two women with a boy walk along the footpath. A normal looking man gets into a new (Nissan Patrol) vehicle, smiles and gives a ‘thumbs up’ gesture to a butcher who waves back. The vehicle takes off at speed, moves along a dirt road and stops abruptly. A voiceover says, ‘For the first time in Australia, the new 3 Litre Turbo Diesel Patrol. Now with over 20% more power.’ The advertisement concludes with a shot of the driver, who now has the same physical characteristics as the other townspeople.

THE COMPLAINT

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

‘In my opinion it is of extremely bad taste depicting country people as idiots.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board noted the contextual humour in the advertisement and was of the view that the portrayal of the characters within the advertisement did not constitute discrimination or vilification and did not contravene prevailing community standards. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.