



CASE REPORT

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| 1. Complaint reference number | 185/08 |
| 2. Advertiser | Peugeot Automobiles Australia |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3
FCAI - Other |
| 6. Date of determination | Wednesday, 11 June 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement begins with a close up of an orange ladybird flying against the backdrop of a tall building in the city. A fast tempo rock 'n' roll song plays throughout the advertisement. The ladybird flies through the open window of a Peugeot, landing on the dashboard next to a red ladybird. They chitter to each other and then one jumps on the other and they begin rolling around. The advertisement moves to the outside of the vehicle and shows the Peugeot rocking back and forth. The camera alternates between the view from outside (the car rocking) and the scene inside the car (the ladybirds fornicating). Shocked passers-by notice the rocking car. At one point a ladybird is seen sliding down a steamy window. The advertisement closes with a still image of the Peugeot and text: The Peugeot 207 XR 5-Door. From \$XX,XXX Driveaway.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*The advert with the two ladybirds inside a car causing it to bounce up and down implies f**king.*

THE ADVERTISER'S RESPONSE

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

Obviously Peugeot has no desire to upset the general public with its advertising (it defeats the purpose of advertising). The 207 advertisement is called 'ladybirds' and is an international advertisement. We have been running the advertisement for a little over a year in various media such as cinema, internet and pay television. This is the first and only complaint we have received. Incidentally the offending advertisement is a dealer version of the ad, on a schedule negotiated directly with a local network. While we appreciate the ad could be interpreted as risqué we feel that the ad's spirit is of fun and it is fun and cheekiness that shows through rather than the indirect or abstract connotations that the complainant has noted. Besides I think it is implausible that two ladybirds could make a vehicle move in that manner thereby reinforcing the cheekiness.

Just to reiterate it is our last wish that our advertising causes offence and we are only to happy to comply with advertising standards decision, I do not feel that the complaint received is truly in the public interest.

THE DETERMINATION

The Advertising Standards Board ("Board") was required to determine whether the material before it was in breach of the Federal Chamber of Automotive Industries' Advertising for Motor Vehicles Voluntary Code of Practice (the "FCAI Code"). The Board determined that the material before it was

an “advertisement for a motor vehicle” and therefore that the FCAI Code applied.

The Board then went on to consider the substantive provisions of the FCAI Code. The Board found that the advertisement complied with all provisions of the FCAI Code.

The Board then considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complaints' concern and agreed that the complaint could have been worded more sensitively. The Board reviewed the advertisement under Section 2.3 of the Code which deals with sex, sexuality and nudity.

The Board viewed the television advertisement and found it amusing with a heavy reliance on fantasy.

The Board referred to the advertiser's response and agreed that the advertisement was fun and cheeky and that any reference to sex was as an indirect or abstract connotation.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.