



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 188/03  |
| 2. Advertiser                 | Yamaha Motor Aust Pty Ltd (XV1700)              |
| 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, 10 June 2003                           |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement features a middle-aged man who evidently considers himself living on the edge, but who is revealed as a parody of the person he believes himself to be. After shaving his head, he ignores a woman dancing around him and sprawling over a television showing motorcycle sport. Subsequently, a motorcycle is shown being test ridden, meeting all expectations of a group of officials with checklists, before the middle-aged man is shown to ride it past a cheering group of mainly women, with a consequent ‘tick’ against ‘sex appeal’ on the officials’ checklists.

## **THE COMPLAINT**

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

*“I don’t like these ads very much because they (more than other ads) make objects of women. They show that women are ‘something’ that has to be ‘pretty’ ... The Yamaha ad also shows an older guy with a younger girl. These ads create a wrong idea.”*

## **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 acknowledged the advertiser’s advice that the depiction was intended to be seen as humorous, and determined that it did not contravene the Code in relation to the depiction of sex, sexuality and/or nudity.

On further finding that the material did not contravene the Code on any other grounds, the Board dismissed the complaint.