



CASE REPORT

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| 1. Complaint reference number | 192/04 |
| 2. Advertiser | Mitsubishi Motots Australia Ltd (Grandis) |
| 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 August 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a series of scenes where couples seeing a Mitsubishi Grandis become affectionate with each other. The tagline is: “As soon as you see the Mitsubishi Grandis, you’ll fall in love.”

THE COMPLAINT

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

“[The ad] inferred that using their product would improve your sex life....”

“I cannot believe that during a very ‘moral’ G rated movie that [this ad was] permitted. NO EXCUSES here for very poor programming.”

THE ADVERTISER’S RESPONSE

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

“The commercial itself shows people who, having seen the Grandis and its sleek lines, make an affectionate gesture towards their partner.”

“The suggestion, in a light hearted manner, is that they want a Grandis so much, they are willing to start a family so they actually ‘need’ one.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the view that in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.