



CASE REPORT

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| 1. Complaint reference number | 193/01 |
| 2. Advertiser | Toyota Motor Corp Aust Ltd (Rav 4) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 14 August 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement features a Toyota Rav 4 vehicle being driven in an Asian location by a camel-like character. When attacked by a group after skidding to a stop, the camel-like character kicks one through the roof [with a caption advising “plenty of leg room”] and bangs the heads of two others together [with a caption “plenty of head room”]. As the fighting continues, a voiceover announces “With so much space, a gutsy BDTV engine and constant four-wheel drive, the Toyota Rav 4 is unbeatable.”

THE COMPLAINT

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

“I strongly object to the content of the advertisements which features ‘Kung Fu’ kickboxing type aggression and violence, something that is dangerously out of control in Australia which has been the cause or contributed to several deaths in Australia in robberies and unprovoked attacks on innocent people both aged and young.”

THE DETERMINATION

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

Noting the humorous context of the advertisement, the Board determined that its content did not breach the Code in relation to the portrayal of violence or health & safety. It further found that the advertising material did not contravene the Code on any other grounds and, accordingly dismissed the complaint.