



CASE REPORT

1. Complaint reference number	195/04
2. Advertiser	Ford Motor Co (Aust) Pty Ltd (Territory)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 10 August 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a Ford Territory driving through the “ City Territory ” and the buildings and other parts of the city begin to fall down and turn into sand so that the car enters into “ Beach Territory ”. The tagline is: “ New Ford Territory . The possibilities are amazing.”

THE COMPLAINT

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

“It is very reminiscent of the 11 September collapse of the World Trade Centre towers.”

“The resemblance to what happened in New York is quite creepy and, I feel, not in good taste.”

THE ADVERTISER’S RESPONSE

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

“To dramatise and accentuate the seamless transition, the commercial uses a fantasy-like landscape transformation sequence to show the amazing ease of transition from city driving to outback driving. At no stage was it our intention to mirror the tragic events of September 11; indeed every aspect of the scene transformation has been devised to project positive association in no way associated with the tragic events of that day.”

THE DETERMINATION

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

The Board found that the advertisement did not breach the Code on any grounds. The Board dismissed the complaint.