



CASE REPORT

1. Complaint reference number	195/06
2. Advertiser	Sunshine Toyota (Street Rap)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Thursday, 16 March 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a shot of the buttocks of two women who are wearing very short black and pink skirts, and moving in time to music being performed by salesmen dressed and speaking in the style of “rappers.”

A modified version of the advertisement has the opening shot of the women’s buttocks deleted.

THE COMPLAINT

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

I do not think that the graphic images in this television ad teach our young ones very good morals. This TV ad just does not give the very young girls who are in it any dignity especially when they are “hangin” with middle aged unattractive men.

It resembles too much to me a strip club.....the camera is focused on the girls crutch (sic) from a ground angle.

THE ADVERTISER’S RESPONSE

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

The concept was designed to target the youthful market, highlighting a fun experience when buying a motor vehicle.

The concern regarding the female characters resembling strippers is no reflection of the scene, as no items of clothing are being removed.

There are no sexual references in the TVC.

We have edited the TVC to take some camera focus away from the female characters and informed the TV networks to replace the original TVC immediately.

THE DETERMINATION

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

The Board considered that the depictions of the young women in the advertisement were depictions of women that were moderately sexual in nature. The Board considered that the depictions of the women were not insensitive to the viewing audience.

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