



CASE REPORT

1. Complaint reference number	195/98
2. Advertiser	Mitsubishi Motors Aust Ltd (You'll Be Mad If You Miss It)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2 Other - Miscellaneous
6. Date of determination	Tuesday, 10 November 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENTS

The Board viewed two advertisements in the series ('You'll Be Mad if You Miss it'). Complaints were received about both advertisements.

1. The advertisement, filmed in black and white shows a woman wheeling a shopping trolley down an aisle. Her son, at her side, vigorously throws something into the trolley. He then pushes the trolley to one side and kicks over an entire toilet roll display in the aisle. These visuals are followed by still photographs of (Mitsubishi) motor cars together with a voiceover whose commentary includes the following: 'Well, how would you feel if your mum missed out on a rugged 3.5 litre Mitsubishi Pajero... Then you find out that they had the same offer on the versatile Challenger... and she missed that too.' The advertisement ends with the voiceover and words superimposed on the screen, 'You'll be mad if you miss it.'

2. The advertisement shows a male working at a computer in an office. The man is shown becoming increasingly frustrated and aggressive toward the computer including hitting its screen, banging the keyboard and then hitting the keyboard against the screen with enough force to push the computer off the desk and onto the floor. The visuals are followed by still photographs of (Mitsubishi) motor cars together with a voiceover whose commentary includes the following, 'Huh...you'd feel the same if you missed out on a Mitsubishi (model is quoted) or the popular (another model is quoted). The advertisement ends with the voiceover and words superimposed on the screen, 'You'll be mad if you miss it.'

THE COMPLAINT

Comments the complainants made about the advertisement included:

'I feel that this advertisement is inappropriate as I have a child who is almost 6 and it was screened about 5.20 pm'

'At (a Junior School) we currently work actively and constantly to develop programs whereby students are taught and encouraged to deal with anger and frustration in ways other than using violence...we strongly opposed (these advertisements) as young students viewing...(them)...may see such violent responses as acceptable.'

'There are enough problems with people exhibiting bad and irresponsible behaviour without it being shown on television that it is acceptable.'

THE DETERMINATION

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

Members of the Board were of the view that the advertisements concerned did not breach the Code and would not offend prevailing community views. The Board dismissed the complaint.