



CASE REPORT

1. Complaint reference number	198/04
2. Advertiser	Toyota Motor Corp Aust Ltd (Corolla)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 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 TV personality Annaliese Braakensiek reminiscing about when her ex-boyfriend Kev first told her he loved her. It was while she was kissing another boy in her old Corolla.

THE COMPLAINT

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

“Firstly, this is an inappropriate advertisement for a Sunday morning when children are likely to be around the house. Secondly, even though it may play up the blonde bombshell/vixen image that Ms Braakensiek has cultivated in the media, I found it to be demeaning to women and offensive generally, with it’s depiction of a woman who associates driving a Corolla with ‘playing the field’ and having more than one boyfriend on the go at the one time.”

“The meager dialogue which later supports the ‘happy’ memories reflects a flippant, casual and promiscuous attitude. Why must we be constantly bombarded by other peoples loose morals and the lure of sex to sell products.”

THE ADVERTISER’S RESPONSE

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

“We dramatise a typical experience which is designed to illustrate Corolla’s strong heritage and popularity. We believe that the ‘flashback’ scenario is in good humour, is inoffensive and simply elicits empathy for the characters and message.”

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 and discrimination (sex)/vilification.

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