



CASE REPORT

1. Complaint reference number	200/01
2. Advertiser	Toyota Motor Corp Aust Ltd (Camry Wagon - Rugby)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 14 August 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a woman driving what an announcer's voice describes as "a spacious Camry wagon that handles like a sedan." As a consequence of this "really smart decision," according to the voiceover, "she feels perfectly entitled to do something crazy." At this point the woman is shown watching a boys' Rugby game from the sideline. As a young boy carries the ball close to the sideline, the woman runs out and tackles him. She is then shown jumping into the air with the ball as a caption reads "Oh What A Feeling." The advertisement concludes with the woman walking back to her car with one of the young players whose head is bent in apparent shame. A caption reads "buy a Camry then do something crazy."

THE COMPLAINT

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

"At a time when we are trying to eliminate aggressive parent intervention in sport, I find this ad not only objectionable but against all that I thought Channel 9 stood for."

THE DETERMINATION

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

The Board determined that the content of this advertisement did not contravene the Code in relation to violence or health & safety. It further found that the material did not breach the Code on any other grounds and, accordingly, the complaint was dismissed.