



## **CASE REPORT**

1. Complaint reference number	200/03
2. Advertiser	Mitsubishi Motots Australia Ltd (Dealers)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 8 July 2003
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The four television advertisements reviewed by the Board feature a male presenter in the manner of a car dealer promoting an end of financial year sale of Mitsubishi's vehicles. In one, the man is on the roof of a car showroom and a woman says: "I think he is going to jump" after he shouts "It's the end" and before he (safely) leaps into the air with evident excitement. The other advertisements in the series also feature different representations of 'the end' in reference to the end-of-financial-year run-out.

## **THE COMPLAINT**

Comments which the complainant/s made regarding these advertisements include the following:

*"After losing our son to suicide, both my husband and I feel sick each time the advertisements are screened."*

*"I consider this advert offensive and inappropriate considering the male and youth suicides we currently experience."*

## **THE DETERMINATION**

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

The Board expressed sympathy for all people affected by suicide and attempted suicide, but considered that the content of these advertisements did not represent violence or otherwise offend prevailing community standards as reflected in the Code.

Accordingly, the complaint was dismissed by the Board.