



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 207/06 |
| 2. Advertiser | Ford Motor Co Aust Ltd (Falcon ute - Hot Stuff) |
| 3. Product | Vehicles |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 13 June 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features a female caller to what appears to be a male operator (Davo) on a sex service hot line. The conversation follows the lines:

Woman: Horny Hunks? Davo: Yep

Woman: What's your name? Davo: Davo

Woman: What are you wearing? Davo: Just me overalls

Woman: Oh yes. And what are you doing Davo?

Davo: Just sitting in me Ute.

Woman (sounding excited): Oh yeah. Don't stop. Don't stop.

As a male voiceover relates the qualities of the new Falcon SE Ute, we hear the woman getting more and more aroused.

Woman: Are you getting hot too? Davo: Nah, I've got the aircon on.

THE COMPLAINT

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

I find this demeaning of women.....The implications are that women are "cheap and easy", have low standards, lack moral discernment or intelligence.

Women do NOT get orgasmic over a motor vehicle (complainant's capitalisation)

THE ADVERTISER'S RESPONSE

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

This radio advertisement is based on the hugely successful "unbelievable" tag line...used since 1999.

The commercial is a tongue in cheek, humorous advertisement that uses the phone dating services/chat line theme...(services that) are frequently advertised in newspapers, online and on television.

At no stage does the advertisement seek to portray the woman as a sexual object to be vilified or

denigrated...it is the Special Edition SE Falcon Ute that is portrayed as sexy and exciting.

By portraying the woman as the caller, she is clearly the one who is in control of the situation and is directing the conversation.

Our market research indicates that women do get excited about motor vehicles and this radio advertisement seeks to reflect this in a humorous, exaggerated way.

THE DETERMINATION

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

The Board noted a complaint that the advertisement is demeaning to women. The Board noted that in the advertisement the woman is calling the ‘chat line’. The Board considered that the advertisement did not cheapen women nor amount to discrimination or vilification of women.

The Board did consider that there was sexual innuendo in the advertisement but that the sexual references were treated sensitively and with humour. The Board considered that the dead pan responses by the male, all of which referred to features of the Falcon Ute, made the advertisement humorous and was a relief to the sexual innuendo.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.