



## CASE REPORT

1. Complaint reference number	207/98
2. Advertiser	Federal Chamber of Automotive Industries (Sydney Motor Show)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 10 November 1998
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

The advertisement opens on a man sitting on an aeroplane. His eyes are closed and he appears to be dreaming. The dream sequence is set to music (female vocals). He is clearly enjoying his dream and saying things like ‘oh...oh’ and ‘...that’s beautiful’. These outbursts are interspersed with close up shots of a motor car. There is a woman sitting next to him. At one point she is shown looking towards him and downwards. She then reaches over and grabs a glass of water which she tips over his crotch/groin area. He wakes with a start and looks down at his pants as a male voiceover says, ‘The cars of your dreams at the Sydney Motor Show.’ There is a further shot of the man looking awkward and the woman glancing towards him and downwards and smiling.

## THE COMPLAINT

Comments the complainants made about the advertisement included:

*‘While the idea is clever the degree of sexual reference is unnecessary and inappropriate for family viewing.’*

*‘...(the advertisement) is excessively vulgar, crude and totally unacceptable.’*

*‘The ad...that simulates a male climaxing is particularly crude. Reminiscent of the kind of material kids in second year high school used to draw on toilet walls!...To sell an event about cars (the advertisement) gains attention through offensive material.’*

*‘The ad has aired between Three p.m. & ten p.m. most days. This is not the sort of advert. I need (sic) to have my eleven year old son see.’*

## 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 was of the view that the advertisement’s portrayal of sex, sexuality and/or nudity did not breach the Code and would not offend prevailing community views. The Board dismissed the complaint.