



CASE REPORT

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| 1. Complaint reference number | 210/05 |
| 2. Advertiser | Officer Auto Mart |
| 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, 9 August 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The scenes in this television advertisement are set in a car yard. A voiceover explains that viewers do not need to travel to Melbourne to find a good used car. They could find one at Officer. The advertisement then shows several images of different types of vehicles available for sale. In between such scenes, a woman is shown wearing a blue bikini and riding on a life-size plastic horse. The closing scene of the advertisement shows the woman in the bikini handing over her riding whip and stepping into the car that she has bought. The voiceover states: “*Race into Officer Auto Mart. They’ll trade just about anything.*”

THE COMPLAINT

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

“... It is highly sexually discriminating, and I believe it should be removed from television... Women should not be made out to be sex objects, and as the used car market is primarily a man’s domain, it is twice as bad.”

THE ADVERTISER’S RESPONSE

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

“As you would no doubt be aware, bikinis are a legal form of dress code.”

THE DETERMINATION

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

The Board considered that in the context of prevailing community standards the majority of people would not find this advertisement offensive. The Board noted that the advertisement did not depict any nudity and further considered that the portrayal of the woman in the advertisement was not discriminatory or demeaning in any way.

The Board found that the advertisement did not breach the provisions of the Code relating to the portrayal of sex, sexuality or nudity or the portrayal of people (sex).

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