



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 213/05  |
| 2. Advertiser                 | Fairfax Digital (drive.com.au)                      |
| 3. Product                    | Vehicles  |
| 4. Type of advertisement      | Outdoor   |
| 5. Nature of complaint        | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination      | Tuesday, 9 August 2005                              |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

This outdoor advertisement depicts a woman working on the underside of a car. She is lying on her back on the floor wearing a short skirt and high heels. As the woman is positioned under the car only her lower half is shown. To the right of this image the words: “*Get to know a car you like... intimately*” appear.

## **THE COMPLAINT**

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

*“... The caption obviously has a double meaning regarding getting to know the woman intimately. The woman is in a sexually suggestive position, and is obviously not dressed for working on a car. I find the advertisement offensive to women, and can’t believe that in 2005 advertisers are still using women’s bodies as objects ... to sell cars.”*

## **THE ADVERTISER’S RESPONSE**

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

*“This creative was favoured by men and women, who both viewed the creative as empowering to women, attractive, engaging, attention grabbing, motivating as well as clearly communicating our positioning, which is ‘come to drive.com.au to know everything you need to about buying and/or selling a car – get to know a car’.”*

## **THE DETERMINATION**

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

The Board was of the view that in the context of prevailing community standards the majority of people would not find this advertisement offensive.

The Board did not consider the woman to be lying in a sexually suggestive position. The Board further noted that there was no nudity in the advertisement.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (sex).

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