



CASE REPORT

1. Complaint reference number	216/07
2. Advertiser	Ford Motor Co Aust Pty Ltd (Fiesta)
3. Product	Vehicles
4. Type of advertisement	Outdoor
5. Nature of complaint	FCAI - Speeding
6. Date of determination	Tuesday, 10 July 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features half of a young woman's face with an image of a Ford Fiesta in the lower right corner. The predominant words in the advertisement are 'Everybody's journey is different'. Beneath this is an image which appears to look like a straight highway which bears the words "Live For Now. Live Fast". Text in the bottom of the advertisement relates to the name of the vehicle and its price.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

The ad is encouraging young people to go fast (speed) in cars and not consider the consequences of their actions. This appears contrary to all the efforts government and society are putting into curbing this attitude and behaviour. Whilst the information which encourages this behaviour is small and subtly placed, so that you do not get this impression from a distance, the large ad I saw was placed at a bus shelter where people stand directly next to it whilst waiting for a bus.

THE ADVERTISER'S RESPONSE

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

Firstly, the 'Everyone's journey is different' campaign is all about the individual's journey in life. In this execution, the talent featured is a 25 year old, with the copy depicting the attitude of a typical 25 year old. The copy in question 'live fast', 'live for now' is representative of the target audience's attitude to life. That is, attitudinally he/she is all about living an active lifestyle, working hard, playing hard and living for now - 'seizing the moment'. We make no reference to speed and this was in no way its intent.

Furthermore, this point is highlighted by the other executions that make up the 'Everyone's journey is different' campaign. Attached is an example of the Ford Focus XR5 advertisement that depicts the target audience's attitude towards getting the most out of life by using the copy 'seize the day', 'seize the night', and 'seize life'.

Also, the vehicle in the advertisement is stationary and not shown to be engaging in dangerous, illegal, aggressive or reckless driving.

For the reasons outlined above, we do not believe the Ford Fiesta XR4 advertisement contravenes either the FCAI Code of Practice for Motor Vehicle Advertising or the AANA Advertiser Code of Ethics, and trust this response adequately addresses the concerns raised in the complaint forwarded to us.

THE DETERMINATION

The Advertising Standards Board (“Board”) was required to determine whether the material before it was in breach of the Federal Chamber of Automotive Industries’ Advertising for Motor Vehicles Voluntary Code of Practice (the “FCAI Code”). The Board determined that the material before it was an “advertisement for a motor vehicle” and therefore that the FCAI Code applied.

The Board then analysed specific sections of the FCAI Code and their application to the advertisement. The Board noted that the advertisement is a print advertisement and that there is a still image of a vehicle in the advertisement. The Board noted that the text in the advertisement of concern to the complaint were the words 'Live fast Live now' which appear in the road part of the advertisement.

The Board considered the explanatory provisions of the Car Code which state that ‘...excessive speed is a major cause of death and injury in road crashes and accordingly should avoid explicitly or implicitly drawing attention to the acceleration or speed capabilities of a vehicle.’

The Board considered that the advertisement did not portray any unsafe driving and that clause 2(a) was not relevant in the circumstances. The Board also considered that the advertisement did not promote or suggest unsafe driving.

The Board then considered whether the advertisement portrayed people driving in excess of speed limits under clause 2(b) of the Code. The Board noted that the words 'live fast live now' are very small in the overall context of the advertisement. In addition the words 'live fast' are a common reference to a manner of living life - not necessarily to driving a car fast. The Board considered that the car's appearance with stripes did not add any stronger inference that the intention of the advertisement or the likely take home message of the advertisement would be that the vehicle should be driven at excessive and illegal speed, or in a manner that was dangerous. The Board considered the advertisement did not portray or suggest that the vehicle would or should be driven at speeds in excess of speed limits.

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