



CASE REPORT

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| 1. Complaint reference number | 216/99 |
| 2. Advertiser | Ballarat Truck Centre Pty Ltd |
| 3. Product | Professional Services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 July 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a series of different scenes of trucks being driven and repaired, with voiceover saying ‘Ballarat Truck Centre has now become one of the largest truck centres in the region. Keeping a lot of people on the move. From local companies to big names right across Australia. Repairing European, American and Japanese trucks.’ This is interspersed with scenes of an elderly woman who appears to be listening to the voiceover and having difficulty in hearing. She periodically interrupts the voiceover, saying ‘Who? ... Ballarat who? ... I can’t hear you! ... Repairing ducks?’ The voiceover then says ‘How about a truck?’, to which the woman responds ‘You dirty, filthy ...’ and appears to begin hitting the camera with her handbag. The voiceover concludes, saying ‘Ow. Ballarat Truck Centre – the one repairer for all repairs. Now that’s loud and clear.’

THE COMPLAINT

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

“In the Year of the Elderly, depicting them as daft and not in full possession of their faculties is insulting.”

“Vulgarity – the association is obvious ... in family viewing, the timing is inappropriate.”

“My 7 year old knows what the ad is saying/not saying.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the advertisement’s portrayal of the woman did not constitute discrimination or vilification, nor did its treatment of sex, sexuality or nudity contravene prevailing community standards. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.