



## **CASE REPORT**

1. Complaint reference number	232/07
2. Advertiser	Ford Motor Co Aust Pty Ltd (Fiesta XR4)
3. Product	Vehicles
4. Type of advertisement	Internet
5. Nature of complaint	FCAI - Speeding
6. Date of determination	Tuesday, 14 August 2007
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This internet banner on a website features the face of a young man and the words "Live fast" and "Live hard" flashing across the screen. The man's sunglasses move on and off his face as the pictures progress.

## **THE COMPLAINT**

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

*The ad is obviously promoting that young men should buy the car and drive it very fast. The most obvious suffix to the words "live fast" are "die young". and that is what could well be the results.*

## **THE ADVERTISER'S RESPONSE**

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

*We do not believe the online Ford Fiesta XR4 advertisement to be in breach of the FCAI Code for the following reasons:*

*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 hard' is representative of the target audience's attitude to life, ie: attitudinally he/she is all about living in the fast lane, working hard, playing hard and living for now - 'seizing the moment'. This advertisement suggests that the Ford Fiesta XR4 is suitable for a person with a fast paced lifestyle and does not in any way encourage or condone that the vehicle should be driven hard or fast. Further the animation does not depict the car going fast around a corner. The vehicle has already completed the turn before it appears on screen. In short, we make no reference to the speed of the vehicle in the advertisement and this was in no way the intent of the advertisement.*

*For the reasons outlined above, we do not believe the Ford Fiesta XR4 online 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 an internet advertisement and that there is no 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 hard' which appear in 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 hard' are a play on 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 FCAI Code on any grounds, the Board dismissed the complaint.