



CASE REPORT

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| 1. Complaint reference number | 240/99 |
| 2. Advertiser | Holden Ltd (Commodore Utility) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | |
| 6. Date of determination | Tuesday, 13 July 1999 |
| 7. DETERMINATION | Upheld – discontinued or modified |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with the superimposed words ‘Will he ever stop?’ followed by a number of scenes of a young man driving a utility motor vehicle through a quarry. These are interspersed with various scenes of a man snowboarding, skydiving, wind surfing, kayaking, skiing, surfing and motorcycling, together with the words ‘Holden Ute. The legend’. The final scene shows a roadway, apparently seen from the perspective of a vehicle travelling at speed, weaving from side to side and repeatedly crossing the centre line, with the superimposed words ‘Drive hard ... Drive the adrenalin ... Holden. Drive on’.

THE COMPLAINT

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

“The tone of this ad is to deliberately encourage young men to see fast driving and muscle cars as a legitimate expression of themselves.”

“I would like to formally express my concern at the possible effects of this ad in a time when we are trying to encourage safe and responsible road use by all drivers, particularly youngsters.”

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 depicted material contrary to prevailing community standards on safety and, accordingly, breached Section 2.6 of the Code. The Board upheld the complaint on this basis. Section 2.6 provides that:

“Advertisements shall not depict material contrary to prevailing community standards on health and safety.”

The Board determined that the advertisement’s use of the expressions ‘Drive hard’ and ‘Drive the adrenalin’ in conjunction with the final scene, in which a roadway is depicted from the perspective of a vehicle travelling at speed, weaving from side to side and repeatedly crossing the centre line, could be interpreted as celebrating or encouraging dangerous driving practices.