



CASE REPORT

1. Complaint reference number	246/03
2. Advertiser	Holden Ltd (Caprice)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	FCAI - Other
6. Date of determination	Tuesday, 12 August 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a scene showing a car travelling a road through mountainous country while being attacked by armed helicopters. As the vehicle enters a tunnel, its lights come on, and a following helicopter is indicated to explode before the scene is revealed as being played out on one of two DVD screens in the headrests of a Holden Caprice as a voiceover states: "Rear DVD screens, V8 power and Holden's finest engineering." The car is shown pulling up at a red carpet function, where the formally-attired occupants disembark and the driver throws the keys to a valet who smiles, showing a mouthful of metal-capped teeth as the voiceover concludes: "Caprice. Holden Caprice." The advertisement concludes with the advertiser's logo centre-screen, accompanied by an Internet website address.

THE COMPLAINT

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

"Fog lights should only be used during adverse conditions, not as a fashion accessory, encouraging the breaking of laws..."

THE DETERMINATION

The Advertising Standards Board ['the Board'] considered whether this advertisement breaches the Federal Chamber of Automotive Industries Voluntary Code of Practice ['the FCAI Code'].

The Board noted the advertiser's submission that the advertisement employed a fantasy theme, with 'the use of action thriller themes such as the dramatic music, larger than life type characters and the use of the DVD as a movie device are all linked to create an advertisement of 'action movie' genre.'

Further noting the advertiser's view that: 'Holden believes that the use of fog lights in this type of movie world context is appropriate and does not depict unsafe driving,' the Board considered that most people would identify with the fantasy nature of the depiction.

On this basis the Board determined that the advertisement did not contravene the FCAI Code and the complaint was dismissed.