



CASE REPORT

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| 1. Complaint reference number | 249/01 |
| 2. Advertiser | Holden Ltd (Series 2 Commodore) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 9 October 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts a scene in which a male driver of a Holden Series 2 Commodore is about to enter a home driveway when he sees it strewn with toys. Watched by a young boy from an upstairs window, the man repositions the toys in a zig-zag slalom formation, and then drives the car through the obstacles and into the garage where he checks a stopwatch. As the young boy, previously observed by the man, looks exasperated, an announcer says: “Commodore Series 2. For the driver in you.” The advertisement concludes with the Holden logo and the catch-line ‘Drive On.’

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

“I am staggered and appalled that this can be aired. What kind of message does this give out to the idiot brigade out there ... V8 drivers using their children’s toys on a driveway as a slalom challenge is at best in extremely poor taste and, at worst, absolutely sickening in its stupidity.”

“As a parent I find it offensive that this ad promotes speed with toys and children.”

“...such ads seem to encourage stupidity in home driveways, rather than care and alertness... responsible ads are needed, not those encouraging stupidity, such as the Holden driveway one.”

THE DETERMINATION

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

The Board determined that the material depicted within the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.

In reaching its determination, the Board, while acknowledging that the inclusion of a stopwatch introduced the concept of speed, felt that the overriding message was on the vehicle’s manoeuvrability.