



CASE REPORT

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| 1. Complaint reference number | 250/99 |
| 2. Advertiser | Volvo Car Australia Pty Ltd (V70 Wagon) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 10 August 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a scene of a woman and a group of school children getting into a sedan car and closing the doors behind them. The woman notices two further children standing behind the car with disappointed expressions on their faces. She releases the boot lock and the children are shown looking into the now open boot of the car with similar disappointment. Voiceover says ‘For the price of a Volvo sedan, you can now have a wagon – free child seat included’. The scene then changes to show the same two children, now seated in a child seat in a station wagon’s rear cargo space.

THE COMPLAINT

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

“What sort of message is this saying to our children and our sense of worth of children in general? Given the fact that recently in Queensland’s criminal history involving a young girl in Rockhampton being kidnapped and placed in the boot of a car after she was assaulted and later killed, this ad is very distressing to say the least.”

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 portrayal of the children within the advertisement did not constitute discrimination or vilification, nor did the advertisement contain material that contravened prevailing community views and standards. In passing, the Board noted that the advertisement did not depict the children in an unsafe situation, but only restrained in an appropriate child seat. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.