



## **CASE REPORT**

1. Complaint reference number	252/05
2. Advertiser	KIA Automotive Australia
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 13 September 2005
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The first scene in this television advertisement is a scene from a 1920s slapstick comedy. Two young men wearing white shirts and bowties are shown to slap each other across the face. A voiceover states: “Sick of haggling to get the right car at the right price? Right now at KIA there’s no haggling required. KIA’s low prices are now all drive away”. The advertisement then goes on to depict different model KIA cars and their prices. After an image of each different model is shown, the advertisement cuts back to the initial scene depicting the 1920s slapstick comedy where the two men are shown to slap each other. The voiceover states: “Don’t haggle over prices. See your KIA dealer for a drive away deal today”. The KIA logo is then shown.

## **THE COMPLAINT**

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

*“... my 3 year old daughter is imitating this and did it to her 7 month old brother. My daughter is simply amused by the silly moves and kept doing that. I was puzzled by her aggressiveness, till I saw this commercial again. The kid is too young to tell the difference between this supposedly comical expression from reality. I feel the ad could do without this part of silliness, or only be broadcasted after 9pm .”*

*“Found to be totally offensive with the aggression shown, for no known reason...”*

## **THE ADVERTISER’S RESPONSE**

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

*“This current advertisement is... very tongue-in-cheek and shows a very old film made in the 1920s of a humorous situation where two men are haggling and appear to slap each other. This humour... is a hallmark of Disney cartoons and other slapstick type comedy which exists presently in various forms of media.”*

*“We... believe that the advertisement is humorous and totally inoffensive.”*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted that the scene in the advertisement that depicts the two young men slapping each other was drawn directly from a 1920s slapstick comedy. The Board considered that the majority of people would understand the reference and find the depiction humorous rather than offensive. The

Board noted that the violence displayed in the image was not overly graphic, nor was it drawn from a realistic scenario. The Board determined that the depictions in the advertisement did not contravene the provisions of the Code relating to the portrayal of violence.

Further finding that the advertisement did not breach the Code on any other grounds the Board dismissed the complaint.