



## **CASE REPORT**

1. Complaint reference number	253/01
2. Advertiser	Ford Motor Co of Aust Ltd (Courier)
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 opens on an outback pub scene where there is a commotion with patrons banging their empty beer pots on the bar counter and shouting at a bar tender engaged in a telephone conversation. Eventually he advises: “Bridge has collapsed. Beer truck can’t get through.” While other customers look shocked, one man is seen putting on his hat and making his way out of the door, saying: “Hang on lads. Won’t be long.” He then gets into a Courier turbo diesel 4x4, and drives off, apparently intent on putting the vehicle through its paces. When the view widens out, it appears that the vehicle is towing the pub behind it, as an announcer says: “New Ford Courier Turbo Diesel. The most powerful turbo diesel in its class.” Once the driver is out of the vehicle, now seen to be standing in front of the stranded beer truck, the announcer says: “Ford trucks” and an animated graphic reads: ‘Built Tough.’

## **THE COMPLAINT**

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

*“The viewing public may not be influenced sufficiently enough to buy a vehicle seen on a television commercial, nor do I believe that viewers think what they are seeing on the screen can in fact be accomplished. But the seed has been planted....”*

## **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 considered that this was a type of advertisement where the action portrayed was clearly make-believe, and determined that the material did not contravene the health and safety provisions of the Code.

The Board also determined that advertising material did not breach any other provisions of the Code, and dismissed the complaint accordingly.