



CASE REPORT

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| 1. Complaint reference number | 257/04 |
| 2. Advertiser | Albany Toyota |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 14 September 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features various different shots of people enjoying Toyotas from the Albany Toyota dealership. One image is of a woman lying face down on the bonnet of a Toyota at the beach. She is naked but her genitals cannot be seen.

THE COMPLAINT

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

“It seems they are marketing for young women but do all young women pose naked on a car bonnet?”

THE ADVERTISER’S RESPONSE

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

“The shot lasts less than 1 second and is tastefully done, side-on, with no ‘frontal nudity’ shown.”

THE DETERMINATION

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

The Board formed the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

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