



CASE REPORT

1. Complaint reference number	260/03
2. Advertiser	Holden Ltd (One Tonner)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5 FCAI - Other
6. Date of determination	Tuesday, 12 August 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a portrayal of a farmer standing in front of a hole he has dug in a paddock, removing his hat and saying: “So long mate. You’ve been bloody good to me, but it’s time to move on.” As he turns away and approaches a new Holden One Tonner, he tosses a set of keys into the hole where he’s revealed to be burying the new vehicle’s predecessor. He drives away with dirt from his tyres landing in the hole as a voiceover states: “The only thing better than an old Holden One Tonner is the new Holden One Tonner. The Holden One Tonner. It’s back.” The advertisement ends on the Holden Drive On logo.

THE COMPLAINT

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

“This advertisement accentuates the high speed possibilities of this vehicle with the driver ramming the gears into place and taking off in a cloud of dust at high speed.”

“...it condones environment vandalism and it lets the market sector that Holden is aiming at, know that it is OK to either leave or bury mechanical items in either the ground or a river.”

“...the use of the word ‘bloody’...is not a good example and role model.”

THE DETERMINATION

The Advertising Standards Board [‘the Board’] considered whether this advertisement breaches either the Federal Chamber of Automotive Industries Voluntary Code of Practice [‘the FCAI Code’] or the AANA Advertiser Code of Ethics [‘the AANA Code’].

The Board considered a response from the advertiser noting that ‘when the FCAI Code of Practice for Motor Vehicle Advertising was developed, it was done so in several contexts, including the legitimate use of fantasy, humour and self-evident exaggeration in creative ways. The advertisement under review, titled ‘Burial,’ falls within this context.’

The Board agreed that this advertisement employed fantasy, humour and self-evident exaggeration in a creative manner, and considered that most people would view it within that context.

The Board determined that the material did not breach the FCAI Code.

In regard to the language used, the Board considered whether this advertisement breaches Section 2 of the AANA Code.

The Board considered the intended humour of the advertisement and decided that, in context, the

language used was not offensive. The Board found that the content did not contravene any provision of the AANA Code.

Accordingly the complaint was dismissed.