



## **CASE REPORT**

1. Complaint reference number	267/99
2. Advertiser	Ford Motor Co (Aust) Pty Ltd (One Tonne Truck)
3. Product	Vehicles
4. Type of advertisement	Radio
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 10 August 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The radio advertisement features two men having an apparent argument, with them saying ‘It’s true, I’m not lying ... Listen mate, you’re so full of it it’s coming out of your ears. I mean, I’ve known some people that can come out with some bull, but you’re the king ... Look mate, I’m telling you, I saw one ... All you’ll be seeing is stars if you keep it up. They’ve never made one of those and they’re not going to start now. Tell me they have one more time and that’ll be it. I’m warning you ... Honest, it was a real Falcon one tonner with a V8 and a super cat ...’. The sound of one man punching the other is then heard as voiceover says ‘The new Falcon one tonner is here and it’s unbelievable’. The man is then heard to say ‘Oh, you’re starting as well hey?’ and the sound of a man being punched is again heard.

## **THE COMPLAINT**

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

*“The advertisement demonstrates that extreme violence is a suitable resolution to a minor disagreement.”*

## **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 advertisement did not breach the Code and would not offend prevailing community standards. It was noted that the exchange between the men and the announcer was clearly fictitious and presented in a humorous context. The Board, accordingly, dismissed the complaint.