



CASE REPORT

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| 1. Complaint reference number | 269/99 |
| 2. Advertiser | Toyota Motor Corp Aust Ltd (Hilux) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 10 August 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises an extended series of various sporting scenes, interspersed with the words ‘Tough .. Solid ... Powerful ... Safe ... Hilux ... Cool ... Crazy ... Rugged ... Gutsy ... Hilux ... Unbreakable ... Unreal ... Dynamite ... Yeah ... Toyota Hilux’. In one of the final scenes, a female cheerleader is shown, dressed in tight fitting shorts and a ‘cow girl’ style bra top, dancing on a stage and shaking her breasts towards the audience.

THE COMPLAINT

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

“The woman is presented as sexually accessible, available and existing solely for the consumption of the male viewer ... I find the objectification of women in such advertisements offensive.”

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 portrayal of the woman within the advertisement did not constitute discrimination or vilification, nor did the advertisement breach the Code on the grounds of its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.