



CASE REPORT

- | | |
|-------------------------------|--|
| 1. Complaint reference number | 27/02 |
| 2. Advertiser | KIA Automotive Australia ('No Deposit and no repayments' - Sportage) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 12 February 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENTS

The series of three television advertisements feature variations on the theme of a female model being photographed with a KIA vehicle. An unseen photographer calls for the model to hold a placard higher and higher until it covers her face. Each advertisement includes details of a vehicle and its price.

THE COMPLAINT

Comments which the complainant made regarding these advertisements included the following:

'To me, this is objectifying women and women's bodies I find it sexist.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics ('the Code').

The Board was of the view that the material within the advertisements was a parody on the use of attractive women to sell motor vehicles and determined that, as such, it did not constitute discrimination or vilification.

The Board determined that the advertisements did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.