



CASE REPORT

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| 1. Complaint reference number | 27/06 |
| 2. Advertiser | Holden Ltd (Utility - very Australian) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Race – section 2.1 |
| 6. Date of determination | Tuesday, 14 February 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features Melbourne comedian (Hughsey) cooking a BBQ in front of a marquee set up on a beach, and commenting that it would be un-Australian of him not to invite everyone around for a BBQ during Holden's Australia Month Stock clearance. After announcing the special deals he calls "Come and get it" but there is no response as the camera pans back to reveal the beach is deserted.

THE COMPLAINT

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

I feel that this is a reference to the recent violence and subsequent desertion of Cronulla beach, essentially sympathising with the shameful Australians who roamed in packs, draped in the Australian flag to incite and commit violence on other Australians who were not of Caucasian descent.

...particularly offended by what seems to imply and encourage is Australian all in order to sell cars to the racist market it perceives the ad will appeal to.

THE ADVERTISER'S RESPONSE

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

With the campaign centred around Australia day, a celebration barbecue on the beach was considered very "Australian" and appropriate. The execution of the commercial is also centred on the insinuation that the Australia Month Stock Clearance Deals are so good everyone has gone to Holden dealers to buy a car, leaving Hewsy by himself on the beach.

The creative direction, filming and production...was carried out prior to the incidents referred to in the complaint.

THE DETERMINATION

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

The Board considered that the advertisement humorously portrayed a BBQ where there are no guests because they have gone somewhere better – the Holden sale. In the advertisement there is specific reference to inviting 'everyone' over for a BBQ. The Board did not consider that an advertisement portraying a person on a deserted beach vilified any person or group of persons on the basis of race, nor did it make any discriminatory or vilifying references to racial issues in Australia .

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