



CASE REPORT

1. Complaint reference number	271/03
2. Advertiser	Volkswagon Group Australia Pty Ltd
3. Product	Vehicles
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 October 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features photograph of a Volkswagen car amidst a group of 28 nude men and women of various age groups, individuals among which are labelled 'Too tall,' 'Extra large,' 'Small feet,' 'Short legs,' and 'Big feet.' Accompanying headline text reads: 'If only everything in life was made like a Volkswagen.' Other text notes that: 'Nobody's perfect. People come in all different shapes and sizes,' and continues to explain that Volkswagen vehicles suit everyone.

THE COMPLAINT

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

"I found the nudity...highly offensive, inappropriate...and clearly an example of cheap, rude, pornographic imaging devoid of respect for privacy, decency or the age and impressionability of the viewing audience."

THE DETERMINATION

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

Noting a response from the advertiser that the material appearing in the in-flight magazine of Qantas did not include any 'direct nudity in so much as exposure of human appendages that are deemed inappropriate for communication,' the Board expressed the view that most people exposed to the advertisement would not suffer offence from it.

On the basis that it considered the portrayal inoffensive within the context of prevailing community standards, the Board determined that it did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity.

On further determination that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.