



## CASE REPORT

1. Complaint reference number	273/05
2. Advertiser	Toyota Motor Corp Aust Pty Ltd
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 11 October 2005
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

The opening scene in this television advertisement depicts two men playing AFL football in a park. The two friends intend to re-enact famous scenes from past games. A superscript reads: “*Another moment of endurance from Toyota*”. The two men are then shown to meet AFL player, Dermott Brereton. In reliving the Grand Final, one of the characters says: “*When Mark Yates comes and crunches him from the side!*” At this point, one of the men attacks Dermott Brereton from behind, striking him with a large plank of wood. The camera cuts away so that the impact is not shown. The following scene shows Dermott Brereton lying on the ground. He tries to hoist himself up. The men continue to re-enact the scene from the 1989 grand final. One of the men says: “*Brereton’s stunned but with the help of the trainer... and the doctor... and against all odds, Brereton stands. He begins to vomit... Miraculously he begins to run...*”. The next scene in the advertisement shows Dermott Brereton kicking a goal. The three men cheer, celebrating the goal. The final scene in the advertisement shows the Toyota and AFL logo with the words: “*Footy, Oh what a feeling!*”.

## THE COMPLAINT

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

*“... It is completely unnecessary to show violence of this type. It does not happen in football so why show something like that. What sort of an example are we setting for our kids, that it is okay to copy what a football ‘star’ does on the ground?”*

*“There is far too much violence without such scenes being shown during a sporting match and as far as I’m concerned this commercial is a bad influence on those watching... It may be, or supposed to be, taken in good humour but to me it is completely unnecessary. Every age group is watching the football and this ad could influence those watching and could suggest that violence is okay, even in sport.”*

## THE ADVERTISER’S RESPONSE

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

*“We strongly disagree with the complaints and arguments put forward by them with regard to the misuse of violence...”*

*“While appreciating the perspective of the complainants, the scene they refer to is designed to be more than comical, in that it is a dramatisation of actual “legendary” events in AFL Grand Final History...”*

*“... the advertisement portrays a fantasy, a dramatised portrayal of absolute self-evident exaggeration...”*

*“At no point in the commercial do we show anyone actually receiving or delivering a blow, or the “hit” actually making contact with the hero of the commercial, Dermott Brereton...”*

*“The re-living of the event with the additional dramatisation emphasising humour and fun is totally contrary to encouraging or endorsing violent acts.”*

*“This is very clearly, a fictitious, humorous, imaginary execution further emphasised by the inclusion of scenes that are clearly satirical.”*

*“Toyota ... maintains that there is nothing dangerous, illegal, aggressive or violent in the imagery portrayed in the commercial.”*

## **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 had a slap-stick quality to it. It noted that there was no sign of serious injury in that no blood or serious bruising was shown. The Board also took into consideration the fact that Dermott Brereton stands up shortly after the attack and goes on to play with the other characters in the advertisement.

The Board was of the opinion that the majority of people would understand the slap-stick nature of the advertisement and would find this advertisement humorous rather than offensive. The Board found that the advertisement did not contravene the provisions of the Code relating to the portrayal of violence.

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