



CASE REPORT

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| 1. Complaint reference number | 275/99 |
| 2. Advertiser | Ford Motor Co. of Australia Pty Ltd (Falcon Utility) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3
Language – use of language – section 2.5
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 14 September 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a birthday party scene on the verandah of a house in an outback setting. A woman presents a man with a birthday cake, saying ‘Come on Frank, make a wish and blow out your candles’. The man pauses to think and then blows out the candles. In the yard in front of the house, a Falcon utility appears to fall from the sky. A number of men walk around the vehicle, commenting ‘A real Falcon one tonner ... With a super cab ... What a donk, nothing like a big V8 ... Oh mate, you couldn’t have wished for anything more ..’ At this point, a stack of beer cartons with no end in sight also appears to fall from the sky on top of the vehicle’s rear tray. The advertisement concludes with voiceover ‘The new Falcon one tonner. It’s unbelievable’.

THE COMPLAINT

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

“Aussie rural slang ‘donk’ is usually referred to the penis; the subliminal message here being that a Ford V8 Ute 1 Tonner will sexually excite you ... with this visual irresponsibly linking alcohol and driving (cars) and sends another wrong message.”

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 use of the word ‘donk’ was not inappropriate in the context of the advertisement and did not offend prevailing community views and standards, noting that the word is a commonly used Australian slang expression for a car engine. The Board further determined that the depiction of the beer cartons did not contravene prevailing community standards on safety, noting that the scene was clearly fictitious and contained no reference to drink driving. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.