



## **CASE REPORT**

1. Complaint reference number	28/02
2. Advertiser	KIA Automotive Australia (RIO)
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 ADVERTISEMENT**

One of a series, the television advertisement shows a model being photographed with a KIA car. An unseen photographer repeatedly calls for more force to be directed from a wind machine until the model is blown from camera view, at which time the sound of the shutter is heard. The advertisement also includes details of the vehicle and its price.

## **THE COMPLAINT**

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

*'I find this ad an attack on females .....*

## **THE DETERMINATION**

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

The Board referred to a previous matter in which it had deemed a series of advertisements to be a parody on the use of attractive females to sell motor vehicles, determining that, as such, the material within them did not constitute discrimination or vilification.

The Board determined that this advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.