



CASE REPORT

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| 1. Complaint reference number | 282/99 |
| 2. Advertiser | Yamaha Motor Aust Pty Ltd (Fazer) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 14 September 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a scene of a man reclining in a chair, arms folded behind his head and apparently day dreaming. This is interspersed with various images of a motorcycle with the superimposed words ‘Take yourself away’ and price details. A woman’s voice is heard in the background, saying ‘Do I look fat in this ... Tell me, because you know mum’s coming and you know the way she makes me feel ... Well, do I? ... Do I? ... Do I’, gradually fading out as the motorcycle images appear. The woman’s voice then becomes louder, saying ‘Are you listening to me!’ as she is seen to slap the man across the face.

THE COMPLAINT

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

“I am offended by this advertisement using violence to promote a consumer item over public airways ... It was telecast at a time when children in my home were viewing and I am concerned that this advertisement would give a poor role model to young and developing minds.”

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 the advertisement did not breach the Code and would not offend prevailing community standards. It was noted that the exchange between the man and the woman was clearly fictitious and presented in a humorous context. The Board, accordingly, dismissed the complaint.