



CASE REPORT

1. Complaint reference number	286/99
2. Advertiser	Ford Motor Co. of Australia Ltd (Falcon S)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 September 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement consists of a scene of an apparent billboard advertisement, upon which is shown a picture of a man and woman reclining on a beach and about to embrace. The man is dressed in jeans and a tee shirt; the woman in jeans and a crop top. Superimposed over the scene is a perfume bottle labelled 'Attraction'. The panels on the billboard rotate to show an advertisement comprising a picture of a Falcon S motor vehicle. The billboard panels then rotate to show the original advertisement again, although this time the woman is alone, with an annoyed expression on her face. As the panels rotate once more, the Falcon advertisement appears again, with the man now present and appearing to embrace the motor vehicle. During this, a female voiceover says 'New Falcon S ... Pure attraction'. The advertisement concludes with the billboard panels rotating to show the Ford logo and the words 'Live It'.

THE COMPLAINT

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

"... degrading the image of women ... How does this represent the image of a car without the double meaning of the idea of 'attraction'."

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 portrayal of the man and woman within the advertisement did not constitute discrimination or vilification, nor did the advertisement breach the Code on the grounds of its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.