



CASE REPORT

1. Complaint reference number	29/02
2. Advertiser	KIA Automotive Australia (Spectra)
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 reclining on the bonnet of a KIA car. An unseen photographer repeatedly calls for her to move to her right until she falls from the car and out of sight, 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:

‘..... (an) insult to women in general.’

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 an earlier determination in which it viewed a series of advertisements as a parody of the use of attractive female images to sell motor vehicles, and determined that, as such, they did not constitute discrimination and/or vilification as represented in the Code.

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