



CASE REPORT

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| 1. Complaint reference number | 290/03 |
| 2. Advertiser | Cardiff Toyota |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 9 September 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a whip-cracking jockey presenter promoting the ‘massive savings’ available because of a stock clearance at Cardiff Toyota. As he says: “They’re cracking the whip on savings,” startled car salesmen are shown ahead of a young woman reacting as if the whip had touched her buttocks as she was leaning into a car. At the conclusion of the advertisement, the presenter appears to whip himself.

THE COMPLAINT

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

“The ‘sales person’ is cracking a stock whip during the ad. The last ‘crack’ is aimed at a woman bending over leaning into a car. He whips her buttock (sound) & she grabs her butt & gets up with a surprise or miming ‘ouch’ or similar but smiles. This is degrading to women ... Younger women can learn this is normal for females to accept behaviour like this from men showing power.”

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 determined that the depiction did not constitute discrimination and/or vilification as represented in the Code, and that it did not contravene the Code on any other grounds.

Accordingly, the complaint was dismissed.