



CASE REPORT

1. Complaint reference number	295/02
2. Advertiser	Ford Motor Co (Aust) Pty Ltd (Falcon Utility)
3. Product	Vehicles
4. Type of advertisement	Radio
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 10 December 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

In this radio advertisement, a number of men are singing: “A billion bottles of beer in the Ute, a billion bottles of beer, and if one should accidentally fall there’ll be 999 999...” They forget their place and one of the men is heard to say: “Look, let’s start again.” They then restart the song with: “A ‘gazillion’ bottles of beer in the Ute...” The advertisement finishes with a voice-over that states: “The new one tonne Falcon Ute. It can carry an unbelievable load.”

THE COMPLAINT

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

“...I believe that it is irresponsible and completely inappropriate...There are clear and glorified associations made between huge amounts of alcohol, binge-drinking, high powered vehicles, and driving under the influence of alcohol. The fact that there are irresponsible people is sad enough, but this should not be a licence to both promote and leech off this stereotype in public advertising...”

THE DETERMINATION

The Advertising Standards Board [‘the Board’] considered whether this advertisement breaches the Federal Chamber of Automotive Industries Voluntary Code of Practice [‘the FCAI Code’].

The Board noted the humour and that the depiction was an obvious exaggeration in the singing of a well-known song. While the Board expressed some concern at the association between alcohol and driving, there was no representation of actual driving.

It further found that the advertisement did not breach the FCAI Code on any grounds, and consequently dismissed the complaint.