



CASE REPORT

1. Complaint reference number	296/00
2. Advertiser	Nissan Motor Aust. Pty Ltd (Pulsar)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 17 October 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a number of large screens on which individuals are shown commenting on the power, space and longevity of big cars. A (Pulsar) vehicle drives towards and through each screen in turn, breaking them up amid flames and debris. A voiceover says: ‘The all-new Pulsar is here. With more space, more style and more refinement than ever before.’ A man appears on a final screen saying, ‘You can’t get a decent car for under twenty grand.’ The (Pulsar) shatters the screen, again amid flames and debris, and the voiceover continues, ‘And it’s just \$19,390. The advertisement concludes with a still of the vehicle, with text and voiceover: ‘The all-new Pulsar. As you can see, it breaks all the rules.’

THE COMPLAINT

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

‘..... thoroughly offensive as (a) role message for drivers.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

The Board determined that the material within the advertisement did not contravene prevailing community standards on Health & Safety and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.