



CASE REPORT

1. Complaint reference number	302/04
2. Advertiser	Mitsubishi Motots Australia Ltd (Colt)
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 November 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a very tall woman with very long legs walking down the street. A young boy standing alongside, peers up at her. She walks over to her Mitsubishi Colt and gets inside, adjusting the driver's seat. The voice over states "With its powerful MIVEC engine and a spacious interior, the new Mitsubishi Colt feels like a much larger car."

THE COMPLAINT

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

"I think that in view of the current situation in our country where we have child pornography and paedophilia running wild that this kind of advertising is irresponsible on the part of the media."

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

"She's wearing a short skirt, but it is only to exaggerate her height. The actual skirt she is wearing in the commercial was selected to ensure she appears contemporary, sophisticated and stylish – core values of the Colt itself."

"He is not looking up the lady's skirt, and was never directed to at any point in the production of the commercial. He is merely surprised at her height, and it makes for one of the warmest and most endearing parts of the commercial."

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board noted that it was clear in the advertisement that the young boy looked up at the tall lady past her skirt and was simply in awe of her height.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (sex).

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.