



CASE REPORT

1. Complaint reference number	305/06
2. Advertiser	Ford Motor Co Aust Pty Ltd (Territory Turbo)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	FCAI - Other
6. Date of determination	Tuesday, 8 August 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a showroom at Eurosport Motors where only parts of a blue sports car remain. A black Territory Turbo seems to be lurking in the background until it leaves the showroom and stops behind silver car waiting at a “Stop” sign. The Turbo’s bonnet opens as a passing truck obscures our view, and we then see only remains of the stopped car. The Turbo then drives out of a residential garage to drag a red sports car back inside, and only a piece of the red car remains outside. On a rainy street, a car reverse parking to a space in front of the Turbo also becomes a victim of the Turbo’s open bonnet. The Turbo then follows a yellow car along an expressway as an overpass obscures our view – seconds later only the remains of the yellow car can be seen on the road. A male voiceover announces “With 245 kilowatts of power and all wheel drive, the new Ford territory Turbo eats sports cars for breakfast. The possibilities are amazing.”

THE COMPLAINT

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

I find the ad disturbing because it accentuates or highlights aggressive behaviour by implying that if you buy this product you will be able to “eat” other cars. Images show a trail of debris left behind when a variety of cars is eaten. The ad shows in a mischievous manner that if you own one of these cars you will be all powerful...you will have a car that enables you to eat other cars...or rather aggressively have their drivers get out of your way...and if they don’t you will “have” them.

THE ADVERTISER’S RESPONSE

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

This commercial is based around the common and well understood saying; if something “eats something for breakfast”, it is widely known that this means it is superior to that “thing”, not that it is literally capable of eating it.

It was our intention to create a light-hearted, irreverent tone. Creative devices such as the fact that the vehicles have their own personalities and don’t have drivers, together with the playful music, underscore this light-hearted tone and ensure that the advertisement is clearly in the realm of fantasy. In no way does the advertisement encourage or condone aggressive driving behaviour.

The vehicles in the advertisement are never shown speeding, racing or engaged in any dangerous, illegal, unsafe or reckless driving.

THE DETERMINATION

The Advertising Standards Board (“Board”) first considered this advertisement under the Federal Chamber of Automotive Industries’ Advertising for Motor Vehicles Voluntary Code of Practice (the “FCAI Code”).

To come within the FCAI Code, the material being considered must be an ‘advertisement’ for a ‘motor vehicle’. The Board considered that the advertisement for Ford Territory Turbo satisfied these criteria.

The Board then analysed specific sections of the FCAI Code and their application to the advertisement.

The Board noted that the advertisement creates a fantasy situation where a car is depicted ‘eating’ other cars.

The Board noted that there were few instances of driving depicted in the advertisement –with most being images of short duration suggesting that the Food Territory had just eaten another car. The Board considered that there were no depictions of unsafe driving in the advertisement (clause 2(a) of the FCAI Code) and that the depictions within the advertisement of the car being driven did not include any driving that would breach any law.

The Board also noted that the depictions within the advertisement did not depict a person driving at excessive speeds (clause 2(b) of the FCAI Code) nor did it depict driving practices, within the definition of the FCAI Code, that would breach a law (clause 2(c)).

The Board determined that the advertisement did not breach the FCAI Code in any way.

The Board then considered whether the advertisement breached the AANA Advertiser Code of Ethics (the Code). The Board noted that under section 2.7 of the Code advertisements for motor vehicles must comply with the FCAI Code and section 2.6 of the Code does not apply. The Board considered that the advertisement did not breach any of the other provisions of the Code.