



CASE REPORT

1. Complaint reference number	307/02
2. Advertiser	Jaguar Australia
3. Product	Vehicles
4. Type of advertisement	TV
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

The television advertisement features scenes from the James Bond film ‘Die Another Day’, in which a Jaguar car is fitted with typical James Bond additions. The vehicle is being driven on ice and is not seen to be on a road. Throughout the advertisement the theme music from the James Bond movie is audible, together with a voice-over stating: “Jaguar would like to take this opportunity to introduce our new XKR with 4.2 V8 and 6 speed auto...Oh what is that? We didn’t put that on there...Oh those aren’t ours either...What do those do? That’s not good, not good at all, unless your planning to take over the world”. The final scene incorporates an image of a Jaguar vehicle with the advertiser’s logo and a voice-over referring to the James Bond film.

THE COMPLAINT

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

“...The Jaguar ad depicts a ‘James Bond’ Jag (fully equipped with rockets and rocket launchers) being driven at a speed, on ice, doing 4 wheel drifts and 360 degree spin-outs...All activities are against the Code...”

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 that the advertisement used a clip from the latest James Bond film, and noted the self-evident exaggeration and humour of the scene. The Board expressed the view that the majority of people would consider the vehicles to be under the control of professional drivers, and, that the advertising did not portray material which was contrary to prevailing community standards on safety.

The Board concluded that the advertisement did not breach the FCAI Code on any grounds, and accordingly the Board dismissed the complaint.