



## **CASE REPORT**

1. Complaint reference number	315/02
2. Advertiser	Mitsubishi Motors Aust. Ltd (Triton Ute)
3. Product	Vehicles
4. Type of advertisement	Radio
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 11 February 2003
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertising material uses the words “Ken Beauty” to refer to a person’s name. The voice-over states: “Good day, Ken Beauty here. I don’t know what is going on, but every time I drive my new Mitsubishi cab-chassis Ute people start shouting my name.” Other voices are audible, shouting: “Ken Beauty...Ken Beauty.” The final voice-over announces: “GL Cab Chassis 4x2 Ute from only \$14990...To find out why everyone is shouting Ken Beauty’s name, arrange a test drive now... You beauty.”

## **THE COMPLAINT**

Comments which the complainant/s made regarding these advertisements included the following:

*“...I find the...ads offensive because of their reference to a swear word in the ads...I don’t think this is appropriate language for a child to hear...”*

## **THE DETERMINATION**

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

The Board determined that the advertising material did not contravene the Code in relation to the provisions of health and safety.

Finding that the advertising material did not breach any other provisions of the Code, the Board dismissed the complaint.