



CASE REPORT

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| 1. Complaint reference number | 324/00 |
| 2. Advertiser | Daihatsu (Terios) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 14 November 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement, set to a song with the lyric, ‘I cast a spell on you’, depicts a woman wearing a short, strap dress and sandals, smiling as various men admire her as she walks. She meets a man who, when they kiss and hug, is shown to be shorter in stature than she. They enter a (Daihatsu Terios) vehicle which the woman drives away. A voiceover says, ‘Four wheel drive Daihatsu Terios with high driving position. For the woman who likes to be on top.’ The advertisement concludes with product information in text and the whispered voiceover, ‘Daihatsu, that’s who’.

THE COMPLAINT

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

‘My family and I find (the advertisement) to be distasteful, crude and embarrassing. it is disgusting.’

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 in its portrayal of sex/sexuality/nudity and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.