



CASE REPORT

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| 1. Complaint reference number | 324/04 |
| 2. Advertiser | Jaguar Australia (Steve McQueen) |
| 3. Product | Vehicles |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 7 December 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a print advertisement which features a photograph of well known personality Steve McQueen in a Jaguar with the tagline “He jumped fences on his motorcycle and starlets in his jag”.

THE COMPLAINT

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

“This advert is very offensive to women. It promotes the idea that successful men who can afford an S type jag also have the right to “jump” women who may be passengers in the vehicle. Sex should be a consensual activity.”

“I deplore the use of the denigration of women inferred in this slogan to sell expensive motor cars. ... It is this objectifying and denigration of women that encourages bad behaviour and violence towards women.”

THE ADVERTISER’S RESPONSE

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

“The bold copy “HE JUMPED FENCES ON HIS MOTORCYCLE AND STARLETS IN HIS JAG” is very tongue-in-cheek and is meant to be so. The copy refers to Steve McQueen jumping fences on his motor cycle in the film “The Great Escape” and also driving his Jaguar in the same spirited way. It does not refer to speed and is not meant to, nor driving dangerously or erratically and does not mean to. Any imagination by complainants that it refers to sexual activities carried out in a small two seater car are just that, imagination.”

THE DETERMINATION

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

The Board was of the view that in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

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