



CASE REPORT

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| 1. Complaint reference number | 333/01 |
| 2. Advertiser | Toyota Motor Corp Aust Ltd (Hilux) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2
Language – use of language – section 2.5
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 11 December 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with a man instructing a younger man to ‘Mind me new ute’, as the latter prepares to drive off in a (Hilux) utility. The young man is then seen, having parked the vehicle, forgetting to apply the handbrake. The utility rolls away, with a dog still on board and the young man in pursuit. He scrambles aboard the runaway vehicle which crashes through a construction site where a bricklayer says, ‘bugger’. It then careers across a garden where a refined lady gardener says, ‘bugger’, before it demolishes a bus shelter alongside which is a baby in a pram. A voice purporting to come from the child says, ‘bugger’. Continuing on its way, the utility eventually demolishes an outhouse lavatory occupied by the vehicle’s owner who says, ‘Bugger me’, after watching his utility survive a crash into a tree. The impact of the collision throws the dog into the air and it is seen falling into the now-unoccupied toilet. A splashing noise is followed by a repetition of the word, ‘bugger’, as if emanating from the dog. Over a closing shot of the vehicle, the young man is seen leaping into the air. A superimposed caption reads, ‘New Look Unbreakable Toyota Hilux’, and a voiceover says, ‘You always look good in a Hilux.’

THE COMPLAINT

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

‘There have been several instances recently of innocent people, some of them elderly or children, waiting at bus shelters and being mown down by out of control vehicles. Imagine how the relatives of these people must feel when they see a situation such as this being depicted as funny!’

‘The word “bugger” means “anal intercourse”, so why would we want to hear someone say “anal intercourse” when they are in trouble - even the poor dog!!’

‘..... I am offended by the word “bugger”.’

‘I personally outgrew the need to use such vulgarisms and don’t wish to be exposed to such rubbish in the presence of my wife and family’

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 was of the view that the word, ‘bugger’, is in common usage as an expletive divorced from any particular meaning, and that the majority of people would accommodate it, particularly within the humorous context of the advertisement.

The Board determined that the advertisement did not breach the Code in its use of language, in relation to the portrayal of violence or on any other grounds.

The Board, accordingly, dismissed the complaint.