



## **CASE REPORT**

1. Complaint reference number	340/09
2. Advertiser	Suzuki Aust P/L
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Wednesday, 12 August 2009
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement shows a new (red) Suzuki Grand Vitara GV 3. A young man is driving in the city (with a surfboard on the roof). He drives to pick up his girlfriend and they pack some items into the back of the car. The next scene shows the couple meeting with some young men during the daytime, and then driving along a scenic ocean road. The advertisement concludes with a view of the young man surfing and then cuts to his girlfriend who is sitting on the bonnet of the car, wearing a hat, sunglasses, a bikini top and shorts. The caption: “the new Suzuki GV3, go beyond the city”.

## **THE COMPLAINT**

A sample of comments which the complainant/s made regarding this advertisement included the following:

*1) I fail to see how the car related to the girl in a bikini..especially in cold climate. using women to sell car is poor taste. and demeaning to women..as you are using sex sells to capture male buyers.this is inappropriate use of women.2) The same applies to above..only this time ..during the current problems with footballers and sex romps..you have successfully linked this to this car..well done ad company you should be ashamed of this.*

## **THE ADVERTISER’S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following: *Suzuki Australia strongly believes our Grand Vitara GV3 TV advertisement complies with the AANA Advertisers Code of Ethics and in particular, Section 2.3.*

*The advertisement does not display sex/sexuality or nudity. As you will see in the attached, it simply has a girl wearing shorts and a bikini top sitting on the car at the beach, watching her male friend surfing.*

*In addition, the advertisement complies with the FCAI code of conduct for motor vehicle advertising.*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (“the Code”) and the Federal Chamber of Automotive Industries Voluntary Code of Practice for Motor Vehicle Advertising (“the FCAI Code”)

The Board noted the complainant’s concern that the advertisement objectified women because it unnecessarily features a woman associating with three professional footballers, and having regard to the recent negative portrayal of several footballers in the media, was insulting and demeaning to

women.

The Board considered section 2.3 of the Code which states that advertisements shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone.

The Board noted the advertiser's response and agreed that the advertisement does not display the woman in a sexualized or compromised manner.

The Board considered whether the advertisement portrayed women in a way which would demean, discriminate against or vilify women on account of their sex. The Board noted that it is not the Board's role to decide who may appear in advertisements - only the manner in which they are advertised.

The Board noted that the advertisement portrays four young adults enjoying their day, socializing together during the daytime and then cuts to the young man and woman, driving down the coast and then cuts to a shot where the girlfriend is sitting on the bonnet of the vehicle and watching her boyfriend while he surfed. The Board noted that the young woman who is featured throughout the entire advertisement is fully clothed at all times and was not portrayed in a sexualized manner.

Having regard to the fact that the woman in the advertisement was sufficiently clothed at all times and was not portrayed in a sexualized manner, the Board agreed that the advertisement did not contravene section 2.3 of the Code.

The Board also considered whether the advertisement depicted speeding or unsafe driving. The Board noted that there did not appear to be any speeding in the advertisement.

The Board considered that the advertisement did not breach the FCAI Voluntary Code of Practice for Motor Vehicle Advertising and finding that the advertisement did not breach the Code on any other grounds, dismissed the complaint.