



CASE REPORT

1. Complaint reference number	342/04
2. Advertiser	Vehicle Distributors Aust Pty Ltd (Renault Megane Coupe Cabriolet)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 7 December 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a young boy looking out his bus window and down into the Renault car next to the bus. He can see the female driver's legs and short skirt through the convertible glass rooftop.

THE COMPLAINT

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

"The advertisement used very young prepubescent boys and deliberately sexualises them. It verges on kiddy porn."

"I object to just about every aspect of this advertisement, especially the use of prepubescent males to ogle grown women!"

THE ADVERTISER'S RESPONSE

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

"The creative execution is designed to highlight, in a humorous manner, the unique selling point of the car, which is the Glass Top roof."

"It takes a harmless everyday event, such as looking at the traffic from a bus, and gives it a humorous twist which is beautifully expressed by the look in the boy's eyes at the end."

"There is no attempt to deliberately sexualize women in this execution."

THE DETERMINATION

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

The Board noted that the women in the advertisement were unaware of the male attention and not encouraging it in any way. The Board also noted that the response to the young boy was not sexualized and was innocently portrayed.

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (sex/age).

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