



## CASE REPORT

1. Complaint reference number	353/05
2. Advertiser	Ford Motor Co Aust Pty Ltd (Falcon Utility XR8 - dogs)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 13 December 2005
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a Falcon Ute with two men driving into a country town and past a truck stop. Inside the café a Golden Retriever wakes, walks outside and begins trailing the Ute. A Blue Heeler holding a hose in its mouth, washing a semi-trailer, also becomes mesmerized by the Ute and follows it. Various other breeds leave homes and buildings to follow the car, including an Alsatian belonging to the "Police Dog Squad". Seeing the trail of dogs following the Ute, the passenger says: "Y'know I reckon we should pull over and give 'em a ride". The driver replies: "Naa mate, they're dogs." The superscript reads: "New Falcon XR8 Ute with a six-speed auto" and: "Unbelievable pulling power".

## THE COMPLAINT

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

*"The difference between the first ad, running a few months ago, and the second is that instead of women following the vehicle, dogs are. Ford is comparing and paralleling women to dogs. I find this offensive, sexist and discriminatory."*

## THE ADVERTISER'S RESPONSE

*"The latest television commercial was designed to stand on its own. It was also designed to be humorous in its own right, independently of any previous commercial that has come before it."*

*"This TVC demonstrates that the new model has even more pulling power... So much pulling power in fact that even "man's best friend" is attracted to the new model."*

## THE DETERMINATION

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

The Board noted that the advertiser had had an earlier advertisement that employed a similar theme. In the earlier advertisement the advertiser portrayed young, attractive women following the Ute. The Board noted that the talent in the advertisement now before the Board were dogs.

However the Board determined that the current advertisement was capable of and did, in fact, stand on its own.

The Board was of the opinion that the advertisement did not portray people or depict material in a way that discriminates against or vilifies a person on account of their sex.

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

dismissed the complaint.