



## **CASE REPORT**

1. Complaint reference number	357/04
2. Advertiser	Ford Motor Co of Aust (Falcon XR8 Mk 11Ute)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Violence Other – section 2.2
6. Date of determination	Tuesday, 8 February 2005
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement features a Ford Ute driving through a country town. As it drives through the town various different women get up and leave their jobs to follow the Ford Ute down the street. The passenger suggests that the driver should pull over and give them all a lift. The tagline is “It’s got unbelievable pulling power”.

## **THE COMPLAINT**

Comments which the complainant/s made included the following:

*“At a time when violence towards women in Australia is at problem levels in our communities (and the media and public debate is at an all-time high regarding the huge society issue of lack of respect toward women from a large section of the male population), how can ASB allow such an obvious sexist, and sexual undertone advertisement to be released on Australian TV?”*

## **THE ADVERTISER’S RESPONSE**

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

*“... our object with the television commercial was to demonstrate the vehicle’s broad attraction in an exaggerated, fun and entertaining manner.”*

*“Undeniably, the women are used in a humorous manner to exaggerate the unrealistic attraction of the vehicle but in no way does the commercial discriminate against or demean women on the basis of their sex.”*

## **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 people (sex) and/or violence.

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