



CASE REPORT

1. Complaint reference number	363/99
2. Advertiser	Toyota Motor Corp Aust Ltd (Echo)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 9 November 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a young man and woman meeting in a diner, then driving off in a Toyota 'Echo' motor vehicle. Throughout the various scenes, the phrases 'Respect your elders', 'Don't accept sweets from strangers' and 'Never kiss on the first date' are superimposed. In the final scene, the words 'The world's full of rules ... Why follow them?'

THE COMPLAINT

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

"I find this sort of advertising very disturbing. We are too well aware of the increasing violence and general lack of respect for others in society, to see this attitude portrayed as 'cool' and to actually be encouraged (to sell a car???) seems most inappropriate."

THE DETERMINATION

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

The Board determined that the material depicted in the advertisement did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.