

CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 372/03 |
| 2. Advertiser | Penrite Oil Co. Pty Ltd |
| 3. Product | Other |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 November 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a man saying “I make her purr like a pussy” whilst showing off his motor vehicle.

THE COMPLAINT

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

“.... extremely offensive euphemism of female genitalia.”

THE ADVERTISER’S RESPONSE

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

“.... in fact the ad portrays how men in this target market feel about their cars and the attitude to women toward this.”

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 emphasis of the advertisement was on a man’s love of his motor car.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex, sexuality or nudity.

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