



CASE REPORT

1. Complaint reference number	381/03
2. Advertiser	Toyota Motor Corporation Australia Ltd (Hilux 4WD)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Race – section 2.1
6. Date of determination	Tuesday, 11 November 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The material reviewed by the Board opens with a visual of a man walking on his own through a shopping mall. He stands on an escalator and engages in a confrontation with a gang of youths who are passing him on the adjacent escalator, which is moving in the opposite direction. As he walks off the escalator, the camera focuses on the back of his T-shirt which carries a message which suggests that as a Hilux driver, he feels invincible.

THE COMPLAINT

Comments which the complainant/s made included the following:

“What I found offensive was the fact that the gang members were Asian and Arabic in depiction, giving more strength to the already stereotypical views given to multicultural groups”.

THE ADVERTISER’S RESPONSE

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

“We aimed to capture a mix and balance within the commercial that is reflective of Australian society”.

“This commercial is about fun, it is humorous in every way”.

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 majority of the community would view this advertisement as humorous and entirely comprising a spoof which is not to be taken seriously.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination or vilification.

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