



CASE REPORT

1. Complaint reference number	422/03
2. Advertiser	Ford Motor Company of Aust Ltd (Courier Turbo Diesel)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 9 December 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The material reviewed by the Board opens with a visual of a group of men standing around a barbeque drinking. They speak in high-pitched unnatural voices as if they've been castrated. A Ford Courier pulls up and one person asks the driver in his high pitched unnatural voice 'So how's it going?' (with reference to his car). The driver of the car then speaks in a low-pitched masculine type voice and says 'Bloody beautiful mate'. The ad appears to suggest that if you don't own a Ford Courier Turbo Diesel then you aren't a 'real' man.

THE COMPLAINT

Comments which the complainant/s made included the following:

"I want to register how distressing it is to me to be sworn at in so many Car (sic) commercials lately."

"Ford Courier Turbo diesel (TV ad depicting bunch of guys with high pitched voices and the owner of the ute with deep voice) also including voice over including 'BLOODY beautiful'."

"I would estimate that in about 90% of so called humorous ads, then the persons being mocked or maligned are males, and then it is almost universal that they are white Anglo Saxon males. This then becomes gratuitous vilification of a particular group in our society and I think that many people are becoming quite tired of it."

THE ADVERTISER'S RESPONSE

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

"The use of high and low pitched voices served the purpose of a comic tool, with the extreme opposite in pitch, emphasising a farfetched and light-hearted gag."

"The word 'bloody' is an accepted part of Australian vernacular. The use of 'bloody' in the expression 'bloody beautiful' was used in an appropriate and accepted manner – that is as a common term of emphasis."

THE DETERMINATION

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

The Board noted that the majority of viewers would see the humour intended by the advertisement and would not consider the language used to be offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to language.

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