



CASE REPORT

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| 1. Complaint reference number | 432/99 |
| 2. Advertiser | Fury Ford |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Friday, 17 March 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement features an announcer speaking to camera in an animated fashion, describing the trade-in/finance arrangement being promoted. During the course of this, he makes references such as ‘Fair dinkum battlers want cash ... With the help of Aussies like you, we’ve moved 500 cars ... Fury Ford can’t say no to Aussies looking for a car’.

THE COMPLAINT

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

“The implication is demonstrated that Australian and battler are analogous and part of the Australian culture which does not include non-Australians. This infers) that the non-English speaking background population may not apply or would be looked on unfavourably.”

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 remarks made by the announcer did not constitute discrimination or vilification, but represented general expressions in widespread usage. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.