



## **CASE REPORT**

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|-------------------------------|---------------------------------|
| 1. Complaint reference number | 55/02                           |
| 2. Advertiser                 | Holden Ltd (Monaro)             |
| 3. Product                    | Vehicles                        |
| 4. Type of advertisement      | TV                              |
| 5. Nature of complaint        | Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 12 March 2002          |
| 7. DETERMINATION              | Dismissed                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on a computer game representation of the design stage of Holden Monaro models, highlighting the selection of particular features, and then transitions to representations of the vehicles on the road, including a procession negotiating a bend, a tunnel, a bridge and passing Australian landmarks. Towards the end of the advertisement, cars are seen overtaking each other, with voiceover-supported captions reading ‘The Monaro Is Back’ and ‘Game Over.’ The advertisement concludes with a superimposed graphic incorporating a Holden logo, the caption ‘Holden. Drive On’, and an Internet website address.

## **THE COMPLAINT**

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

*“Simply put, the car in the ad is depicted as if it were on a PlayStation game such as GranTurismo or Need for Speed, encompassing selecting a car, its colour, its engine, and racing it....How many irresponsible persons, on their way to being drunk...do Ford wish to influence?”* [Complainant’s reference to Ford rather than Holden].

*“The undue emphasis on speed has been of societal concern for years...More attention could be focused on safety, comfort, economy and reliability to help generate increased sales for the respective companies.”*

*“...a massive incentive for people with ‘Boy Racer’ tendencies to drive in a manner endangering themselves and those with whom they share the road.”*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

Noting the surreal game-like nature of the advertisement, the Board determined that under prevailing community standards it did not breach the Code’s provisions relating to health and safety.

The Board further determined that the content of this advertisement did not contravene the Code on any grounds. Consequently, the complaint was dismissed.