



CASE REPORT

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| 1. Complaint reference number | 56/01 |
| 2. Advertiser | Holden Ltd (Ute) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 13 March 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement, set in desert terrain in sunshine, portrays a man dressed in country clothing who rubs his hands in dust, enters a (Holden Ute) vehicle and drives at speed in circles. The eddies of dust he creates are duplicated in whirlpool formations of clouds in the sky until they combine to form a storm. The action is set to music with the repeated lyric, 'thunder storm'. Lightning strikes in a darkening sky as the car moves onto a road. Text is superimposed, 'New Holden Ute. Create a storm'. The advertisement concludes with a shot of the open road from the perspective of the driver of the moving vehicle. Superimposed are the advertiser's logo, the words, 'Drive on', and a website.

THE COMPLAINT

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

'Our area has a real problem with morons mainly in Holdens doing 360's, to show them on T.V. as doing something "socially acceptable" or inferring "superior driving skills" only encourages what is legally reckless and dangerous driving and most certainly socially unacceptable behaviour (sic).'

THE DETERMINATION

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

The Board determined that the material within the advertisement did not contravene prevailing community standards on Health & Safety and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.

In making its determination, the Board noted that the advertisement used special effects to create a clearly fictional, unrealistic scenario.