



CASE REPORT

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| 1. Complaint reference number | 61/99 |
| 2. Advertiser | Mitsubishi Motors Aust Ltd (Magna) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 Other - Miscellaneous |
| 6. Date of determination | Tuesday, 9 March 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a motor car showroom. As people drive out in their new Mitsubishi Magna cars a woman repeatedly announces over a PA system, ‘Another Magna to the showroom, another Magna...’. On each occasion, the advertisement shows a person running hurriedly down into the car lot to deliver the requested vehicle to the showroom. Towards the conclusion of the advertisement a salesman is shown approaching another and asking, ‘How it is going?’ to which the latter replies, ‘Fine but we’ve got to get someone faster...’. The same woman’s voice can now be heard announcing over the PA system ‘Shervington, you’re fired.’ The advertisement then reveals that the runner is the Australian athlete Matt Shervington. An exhausted, sweaty and disappointed looking Matt Shervington puts his head down on one of the cars. The advertisement ends with a voiceover saying, ‘The Mitsubishi Run out sale is on now but you’ll have to be quick, real quick.’

THE COMPLAINT

Comments some of the complainants made regarding this advertisement included the following:

‘The advertisement is cruel and insensitive... With the huge unemployment at present, to see a young man doing his utmost best and still being dismissed in a cruel and uncaring fashion, can only give those whose self esteem is low any way a complete lack of hope...’

‘...find it very offensive that a young man runs as fast as he can and gets sacked for not going fast enough.’

THE DETERMINATION

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

The Board determined that the advertisement did not constitute discrimination or vilification, would not offend prevailing community views and did not breach the Code. The Board dismissed the complaint. The Board noted the advertisement had featured the Australian athlete, Matt Shervington and that this element had greatly contributed to the light hearted nature and humour of the advertisement.