



CASE REPORT

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| 1. Complaint reference number | 62/99 |
| 2. Advertiser | Honda Australia (HR-V0) |
| 3. Product | Vehicles |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Other - Causes alarm and distress to children |
| 6. Date of determination | Tuesday, 9 March 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENTS Print

The print advertisement comprises a visual/photograph and text. The photograph is of a yellow (Honda) motor vehicle parked alongside a Church. Outside the Church is a hoarding reflecting a quote saying, “With all its design firsts, you’d sell your soul for one.” Amos Ch...’ There is an additional body of text running down the side of the advertisement reflecting merchandise/advertiser detail.

Television

A yellow (Honda) motor vehicle is driven by a man (‘the driver’) dressed in black who stops at the side of the road and offers another man a lift. The driver’s eyes, on two occasions, flash/become illuminated in a yellow colour. He points his finger to the radio which starts playing the song ‘Better the Devil you know.’ At one stage the driver and his passenger drive through some burning flames followed by devilish background laughter. The driver asks his passenger, ‘What would you pay for it (the car)?’ A voiceover says, ‘You’d sell your soul for it.’

THE COMPLAINT

Comments the complainants made regarding these advertisements included

the following:

‘My objection is that this advertisement lowers the regard and repute of The Holy Bible and thus vilifies the beliefs of Australian Christians by attributing a bogus quotation to a book which forms part of the Bible. The Book of Amos is a book in the Old Testament and a such (sic) is is sacred to both Jews and Christians in Australia ...’

‘There is nothing worth selling your soul for, the mere suggestion is promoting Satanism, and then to suggest that this is a quote from the Bible to be found in Amos is most offensive.’

‘Surely the world is in a bad enough state, because of so much evil, with out putting it into our homes...when I have Grand-children sitting here, and some show fear because they have been taught the Devil is evil...’

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, while appreciating the complainants’ personal views, determined that the advertisement did not constitute discrimination or vilification and did not breach the Code on this ground. The

Board was satisfied that the advertisement did not breach any other section of the Code and dismissed the complaint.