



CASE REPORT

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| 1. Complaint reference number | 76/03 |
| 2. Advertiser | Honda Australia (Okyssey) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | FCAI - Other |
| 6. Date of determination | Tuesday, 8 April 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a Honda Odyssey car with a baby in the driving seat. The vehicle stops at a crossing, where car and its baby 'driver' attract admiring looks from a child in a pushchair. Towards the end of the advertisement, the baby is shown sleeping in a car capsule as a motherly voice says: "Wake up darling," and a voiceover states: "The Honda Odyssey. Drives like a dream." The advertisement ends with the advertiser's logo and a strap line reading: 'The Power of Dreams.'

THE COMPLAINT

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

"It worries me when I see a child sitting in the driver's seat. I believe Honda should demonstrate a more responsible attitude rather than give the impression that it is quite alright to let a child operate the controls of a car."

THE DETERMINATION

The Advertising Standards Board ['the Board'] considered whether this advertisement breaches the Federal Chamber of Automotive Industries Voluntary Code of Practice ['the FCAI Code'].

The Board considered that the advertisement employed obvious fantasy, accepting the advertiser's submission that: '...it is a purely fantasy execution whereby the various shots of the baby apparently driving the Honda Odyssey represent the dream sequence of the baby...Honda is therefore confident that the creative impact of the advertisement is not such as to lead any reasonable viewer to believe that the baby is actually driving the motor vehicle or that Honda in any way advocates or condones children being left unattended in the drivers seat to operate the controls of a motor vehicle.'

The Board determined that the material did not contravene the FCAI Code on any grounds, and accordingly the Board dismissed the complaint.