



CASE REPORT

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| 1. Complaint reference number | 79/04 |
| 2. Advertiser | Vmoto Motorcycles Australia |
| 3. Product | Vehicles |
| 4. Type of advertisement | Transport |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 May 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a print advertisement which features a lady dressed in a red dress and heels sitting on the seat of a Vmoto motorcycle and the tagline is “Wouldn’t you rather be riding a Vmoto?”

THE COMPLAINT

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

“Having studied advertising and the science of semiotics, it is not hard to have the question arise “instead of?” Not a clever ad.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“The statement “wouldn’t you rather be riding a Vmoto” is aimed directly at motorists stuck in traffic behind the bus and people waiting at bus stops, meaning that if they were riding a Vmoto scooter they wouldn’t have the hassle of being stuck in traffic or waiting at a bus stop.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.