



CASE REPORT

1. Complaint reference number	92/01
2. Advertiser	Toyota Motor Corp Aust Pty Ltd (Landcruiser - 'elements')
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 8 May 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a storm over a colosseum, with a Toyota LandCruiser moving over obstacles while apparently being attacked by fireballs. A voiceover says, 'Take on the elements in the most powerful LandCruiser ever', before the driver is shown saying, 'Bloody weather'.

THE COMPLAINT

Comments made by complainants in relation to this advertisement include the following:

'As soon as the ad finished our four year old son repeated "bloody weather" We believe that an ad such as this with these words should not be allowed on TV until at least 8.30 pm when most young children would be in bed.'

'Just because many people use this expression in swearing doesn't mean to say it's correct There are still people in the community with high moral standards and decency.'

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, while appreciating the complainant's point of view, felt that the language used in the advertisement did not offend prevailing community views. The Board noted that the word, 'bloody', was an example of a term currently used innocuously and widely in the Australian community. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, the complaint was dismissed.