



CASE REPORT

1. Complaint reference number	97/01
2. Advertiser	Toyota Motor Corp. Aust Ltd (Camry - 'Ramp')
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3 Health and safety – section 2.6
6. Date of determination	Tuesday, 8 May 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with a scene of a man ('Nigel') washing his (Camry) car in a domestic driveway. After seeing a neighbour ('Brett') remove a surfboard from the rear of a (Camry) station wagon, and a woman ('Tracy') driving another (Camry) vehicle, Nigel removes his clothes and runs through the spray from a series of garden hoses. A voiceover says, 'These people have made a really smart decision. They've just bought a Toyota Camry, Australia's favourite medium car, which is why they feel free to go and do something crazy.' To a rendition of the song, 'Believe It Or Not', Brett rides his surfboard over the roof of a house. Tracy runs through a group in a park playing with a Frisbee, which she catches in her mouth. The final caption states, 'Buy a Camry, then do something crazy.'

THE COMPLAINT

Comments by complainants regarding this advertisement include the following:

'This advertisement has a person on a house roof who then proceeds to slide down the roof on a snowboard or some such and then stand up unhurt This advertisement could encourage young people to try and do the same thing with dire consequences.'

'I have never seen such a dangerous, irresponsible ad – imagine a child attempting to do either stunt, particularly after the recent Work Safety ads about a young builder falling off a house roof.'

'Again we see the unnecessary use of male nudity... Why is it considered to be sexually offensive for females to be occasionally portrayed this way, but for men it is not?'

'.....running naked through the water spray in the garden...the genitals are blocked out but everything is v.explicit as the man is running. This is offensive and pornographic.'

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, noting the contextual humour of the advertisement, determined that the material within it did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.