



CASE REPORT

1. Complaint reference number	97/99
2. Advertiser	Tyrepower
3. Product	Vehicles
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Health and safety – section 2.6
6. Date of determination	Tuesday, 13 April 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENTS

The Board viewed two versions of the advertisement. One features the naked body of a male and the other a naked body of a female. Both advertisements have the camera moving around various body parts of the respective male and female models together with superimposition of descriptive words. For example, the camera moves around the head(s) as the words ‘3,000 head injuries’ are superimposed on the screen, the camera then moves down towards the eyes as the words, ‘1438 eye injuries’ are superimposed on the screen, then as the camera moves across the chest(s) the words, ‘81 respiratory’, lower back and buttocks, the words, ‘4421 lower back’ and then around the middle (s) ‘2046 musculoskeletal’ and then down towards the knees ‘1810 knees.’ A male voiceover then says, ‘50,000 South Australians are injured, gets sick or die (a body is shown in a morgue, tag on foot) as a result of work, each year. Every job has its hazards but every hazard can be avoided.’ The advertisement concludes with the Work Cover (SA) logo together with the words, ‘Work to live’ and a telephone number superimposed on the screen.

THE COMPLAINT

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

‘...a totally naked Male & Female was shown (in the advertisements), I am also fully aware that there was a adults only classification on this commercial but to say the least I found it to be totally offensive and unacceptable...Another concern I have regarding t his is what sort of message are you sending to the youth of today, as I am sure you are aware that you cannot be totally sure that all miners (sic) will be in bed before 9.30 pm each night...How come the youth of today are more sexually active?, I am not naïve to think that a 2 minute commercial is totally to blame, but I’m sure you can appreciate that the youth of today are far more impressionable than you think.

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the advertisements, viewed in the context of their message as a whole, did not breach the Code and would not offend prevailing community standards and views. The Board dismissed the complaint. Board members noted, in passing, that every effort seemed to have been made to present the body of the woman (in particular) without any emphasis on sexuality.