



CASE REPORT

1. Complaint reference number	98/04
2. Advertiser	Ford Motor Co (Aust) Pty Ltd (Fiesta)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 11 May 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features various German technical experts in white coats playfully talking about the Ford Fiesta with an accompanying soundtrack “I see you baby, shakin’ that ass”. The tagline for the advertisement is “New Ford Fiesta. German engineering just got sexier.”

THE COMPLAINT

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

“I think it is very inappropriate that the crude aspects of the American music culture are coming onto our screens even in advertising now!”

“I find it extremely offensive when blatant ill use of the English language states in sung/voiced vocabulary within earshot of children.”

THE ADVERTISER’S RESPONSE

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

“The song used in the Ford Fiesta advertisement was a popular hit by Groove Armada played extensively on radio and TV. To then disallow its use on that same medium would be inconsistent.”

“The word “ass” is now so commonly used.....”

“The word “ass” is not, I believe, perceived as a swear word.”

“In my view, the majority of the advertisement’s viewers would not consider the language used in the soundtrack to be offensive.”

THE DETERMINATION

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

The Board noted that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to language.

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