



CASE REPORT

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| 1. Complaint reference number | 08/04 |
| 2. Advertiser | Transport Accident Commission |
| 3. Product | Community Awareness |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 17 February 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisements are a series of three outdoor advertisements that advise to “wipe off 5” or “wipe off your girlfriend” or “wipe out your son”. Another advertisement in the series depicts an image of a dead woman lying at the scene of a car crash under a white sheet with a tagline “Only a little bit over. Only a little bit dead.”

THE COMPLAINT

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

“I fail to understand why it is necessary to publicly display such a violent and offensive image in the name of road safety.”

“I believe that these campaigns are also offensive to families that have lost loved ones in road crashes.”

THE ADVERTISER’S RESPONSE

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

“TAC advertising continues to focus on accident prevention, with the intention of reducing fatal, serious and minor casualty crashes on Victoria’s roads.”

“... research shows that road safety messages are more likely to impact drivers’ attitudes and behaviours when the realistic portrayal of road trauma is utilised to communicate messages.”

“... the rationale for the references to ‘son’ and ‘girlfriend’ was to ensure drivers accept responsibility for their passengers as well as themselves.”

“The TAC believes that the copy and images contained in the outdoor portfolio is justifiable in the context of the product or service advertised.”

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 the use of violent images in these advertisements was justified in the context of promoting the consequences of unsafe driving.

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

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