



CASE REPORT

1. Complaint reference number	345/05
2. Advertiser	AAMI
3. Product	Insurance
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 December 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a mother trying to reverse out of a garage but halfway out realises her husband has parked his car in the driveway and blocked her exit. As she gets out, the remote control for the garage door bounces into the lap of a toddler in a rear child seat. The woman calls to her husband, who has gone into the house, to move his car. As she calls out to her husband, her toddler repeatedly activates the remote control, causing the garage door to raise and lower onto the bonnet of the mother's car. As the toddler smiles at the activity, the mother turns to look in horror at her damaged car. The text reads: *"A little accident shouldn't spoil your day"*.

THE COMPLAINT

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

"The mother is careless. This carelessness and the results are treated in a light-hearted fashion... this is trivializing what is a very dangerous situation that causes many tragedies in real life and could encourage irresponsible behaviour."

THE ADVERTISER'S RESPONSE

"...it is our belief that no part of our advertisement contravenes any of the items outlined in Section 2 of the AANA Advertiser Code of Ethics."

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the Code).

The Board noted that the mother had not strayed far from the vehicle when calling to her husband and that the actions of the mother did not expose the child in the car to any significant risk of harm.

The Board was of the view that the advertisement did not breach the provisions of the Code relating to health and safety.

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