



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0037/12
2	Advertiser	Motor Accident Commission SA
3	Product	Community Awareness
4	Type of Advertisement / media	Outdoor
5	Date of Determination	22/02/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

2.5 - Language inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

Headline: "Don't Drive Like a" followed by a picture of a door knob.

Sub headline: "Country Roads Need Safer Drivers"

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

Offensive, inappropriate for the community it is supposed to be helping. It is aimed at drivers but is embarrassing to parents of young families.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

The complaint references a billboard owned and maintained by MAC displaying a safe driving message aimed specifically at regional residents. The billboard is a support message for a wider road safety education campaign that employs regional television, radio, press,

cinema, online and ambient advertising. The mainstream media campaign has been augmented by road safety education through engagement with 190 country football clubs. The outdoor execution displays three variants across the billboard network, each in market at the same time.

1. *"Don't Drive Like a" followed by "w/picture of anchor"*
2. *"Don't Drive Like a" followed by a picture of a doorknob*
3. *"Don't Drive Like a" followed by a picture of a rooster*

The complainant is concerned that the billboard message uses inappropriate language. As such, we direct our comments to section 2.5 of the AANA Advertiser Code of Ethics: 2.5 Advertising or Marketing Communications shall only use language which is appropriate in the circumstances and strong or obscene language shall be avoided.

The Anchor execution has previously been submitted to ASB for consideration and the complaint dismissed. Please refer Case ID: 0268/11

We recognise that this complaint references the Door Knob variant rather than the Anchor variant, however the identical tactic and similar execution means our position is identical to that which we have previously submitted.

As such we ask you to please refer to Case ID: 0268/11 for detail regarding the:

- *importance of delivering a regionally focused road safety campaign*
- *research employed in the campaign's development that has guided this approach*
- *positive results*

With specific reference to the Doorknob execution we submit that in the past 6 months, since the campaign launched and the two complaints received, prevailing community standards are unlikely to have changed regarding these advertisements.

We also echo the findings of the ASB in considering the Anchor complaint. A picture of a Doorknob:

- *is not explicitly stated profanity*
- *is not strong or obscene*
- *is unlikely to be understood by children*

Please note that road fatalities in regional South Australia decreased by 19% in 2011 compared with 2010.

We hope you will agree that this execution is justified under 2.5 of the AANA Advertiser Code of Ethics and will continue to support what has so far been a positive contribution to impacting the road toll.

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 the complainants' concerns that the advertisement uses language unsuitable for public display.

The Board viewed the advertisement and noted the advertiser's response.

The Board then considered whether the advertisement was in breach of Section 2.5 of the Code. Section 2.5 of the Code states: "Advertising or Marketing Communications shall only

use language which is appropriate in the circumstances and strong or obscene language shall be avoided.”

The Board noted that the advertisement features the text “Don’t drive like a (picture of a door knob)”.

The Board noted the advertiser’s response that the advertisement was tailored to appeal to the section of the community most affected by unsafe driving on country roads and that the language implied in the advertisement was chosen as it was most likely to have an impact and get the message across.

The Board noted that no strong language is explicitly stated in the advertisement, but rather a word is implied through the use of a picture of a knob. The Board accepted that the implied word could be considered offensive by some members of the community however the Board considered that the juxtaposition of the text next to an image of a door knob was unlikely to be understood by most children.

The Board considered that the implied word is not strong or obscene. The Board noted the important message of the advertisement and considered that the advertisement is not unsuitable for display on a public billboard.

Based on the above the Board determined that the advertisement used appropriate language and did not use strong and obscene language and that it did not breach Section 2.5 of the Code.

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