



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0032-21
2. Advertiser :	Station Innovation
3. Product :	Telecommunications
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	24-Feb-2021
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This television advertisement features a man on a cattle property installing the product. A voice-over speaks about the benefits of the product.

The advertisement also includes:

- A man in an office is shown speaking on a mobile.
- A woman in a vehicle is shown speaking into a radio. She is sitting in the driver's seat with a small dog on her lap. Her hand moves on the gearstick. She says, "all good boss I'm onto it".
- She is then shown working on a trough.
- A group of men and children are shown sitting around a table.

THE COMPLAINT

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

Dog on lap, no seat belt, car running & selects gear in truck.

THE ADVERTISER'S RESPONSE

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



*In response to this objection I have spoken with the land and vehicle owner (Mike) and the lady (Jo) driving the vehicle and they have confirmed the following items:
This vehicle does contain a lapsache seat belt that is not visible in the shot
After speaking with the video editors they have confirmed for me that the engine sound was added in post production and the vehicle was not in fact running.
In response to the community guide lines about on farm practices, I would argue that on TV we are limited to a 30 second or 15 second ad timeslot. Had there of been actual footage in travel care would have been taken to show the dog being secured properly and the seatbelt used. However the actual 'takeoff' of the vehicle was not included because these steps would take too long and served no purpose in the product promotion.*

Station Innovation does not act without consideration and in fact Jo was chosen for this ad as she is the manager on a large cattel station in the NT and a role model for women in the industry. Station Innovation and Jo are advocates for safety, in particular on the farm and without the limitations of time we would be have been sure to include such specifics.

If there is anything else you would like further information on please don't hesitate to ask.

THE DETERMINATION

The Ad Standards Community Panel (Panel) considered whether the advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concerns that the advertisement depicts a person in a vehicle with the engine running, no seatbelt and a dog on her lap.

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

Section 2.6: Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety.

The Panel noted the advertiser's response that the vehicle was fitted with a lap seatbelt which is not visible in the shot and the vehicle was not running (the sound being added later). The advertisement was deliberately filmed with the vehicle not being driven.

The Panel noted that its role is to consider the advertisement as it appears, not the conditions under which it was filmed, and the overall impression of the brief scene is that the vehicle was running though not moving.

The Panel noted that it is an offense to operate a vehicle on a road or road related area while travelling with a pet in your lap.



However, in this instance the Panel considered that the vehicle was clearly stationary and not in gear, and the woman is not shown travelling anywhere. The Panel noted the next scene in the advertisement was of the woman outside in the same location and it was not clear that she had moved anywhere.

The Panel noted the age of the vehicle and considered that most members of the community would understand that this type of vehicle could have lap seatbelts.

Overall, in the context of a brief scene set on private property which does not show the vehicle moving, the Panel considered that the advertisement did not depict material which would be contrary to prevailing community standards on the safe operation of a motor vehicle.

Section 2.6 conclusion

The Panel considered that the advertisement did not contain material contrary to Prevailing Community Standards on health and safety and determined that it did not breach Section 2.6 of the Code.

Conclusion

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