



**ADVERTISING
STANDARDS
BUREAU**

Level 2, 97 Northbourne Avenue, Turner ACT 2612
Ph (02) 6173 1500 | Fax (02) 6262 9833
www.adstandards.com.au
ACN 084 452 666

Case Report

1	Case Number	0040/14
2	Advertiser	National Australia Bank Ltd
3	Product	Finance/Investment
4	Type of Advertisement / media	TV
5	Date of Determination	26/02/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety Motor vehicle related

DESCRIPTION OF THE ADVERTISEMENT

This advertisement for NAB uses footage from the TV series filmed in the 1970s, the “Dukes of Hazard”. It opens with the main characters from the show, Bo and Luke Duke, driving their iconic Dodge Charger named ‘General Lee’ and performing one of their well-known escapes.

The ad shows the characters driving on and off road in an attempt to avoid being caught. They see a wooden road-block preventing entry down a dirt road. The car breaks through the road-block and takes off into the air. The car then lands on the ground – The “Dukes Boys”, Bo and Luke celebrate. Less under pressure. More on track is displayed on screen. The TV advertisement then voices over that you can apply for 0% p.a. on balance transfers for 15 months across all new NAB personal Credit Cards.

THE COMPLAINT

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

The ad is irresponsible and promotes the idea that these youths are invincible thus giving the idea to other youths that it is safe to drive in this manner.

THE ADVERTISER’S RESPONSE

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

In response to the complaint made, NAB would like to advise that in no way is this advertisement intended to promote irresponsible driving. The intention was to create a visual metaphor for what it feels like to be under pressure from credit card debt and the relief that a customer could feel by paying down that debt.

The footage used is iconic and would be recognised by viewers from the original airings of the television show and repeated reruns on commercial television. Given the content and appearance of the ad (i.e. the age of the vehicle, the retro hair and clothes of the characters and the graininess of the footage) viewers would recognise that this is vintage footage. The ad was designed to utilise a sense of nostalgia to help deliver the intended message.

The driving style shown in the ad is over the top and exaggerated in an almost cartoonish manner. It is clearly a “stunt” that has been filmed for broadcast and doesn’t represent a realistic driving situation. On this basis, NAB does not believe that the ad encourages a disregard for safety and is not inconsistent with section 2 of the AANA Code of Ethics.

Thank you for your time in reviewing this matter.

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 complainant’s concerns that the advertisement shows irresponsible driving that could give young people the wrong impression about how to drive safely.

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

The Board considered whether the advertisement was in breach of Section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted the advertisement features footage from the TV series filmed in the 1970s, the “Dukes of Hazard”. The main characters from the show, Bo and Luke Duke, are driving their Dodge Charger off road in a ‘get away’ scenario.

The Board noted that the advertisement features iconic footage that would be easily recognised by viewers of a certain era as scenes from the famous television show. The Board considered that younger viewers seeing the advertisement would recognise the footage as being ‘old fashioned’ and stylised based on the type of vehicle, the clothes the men are wearing and their hairstyles.

The Board considered that the types of people wanting to utilise the services that the NAB are offering would be adults who could understand the metaphor of being under pressure with debt and the scenario depicted with the men driving away from a pressure situation.

The Board noted that the scenes of the men fleeing a pressure situation and considered that the footage is clearly exaggerated, unrealistic and fanciful and that the vehicle being driven is an older model vehicle in a non-urban setting and not a modern car performing stunts that may appeal to the younger generation.

The Board agreed that the type of driving seen in the advertisement is not a driving practice that is being encouraged or condoned in any way, and that the clear exaggerated and unrealistic nature of the footage makes it obvious that the scene is a stunt from an old style television program and not a depiction that would be considered contrary to prevailing community standards on health and safety.

Based on the above, the Board determined that the advertisement did not breach section 2.6 of the Code.

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

dismissed the complaint.