



Ad Standards Community Panel
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Ad Standards Limited
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Case Report

1. Case Number :	0050-22
2. Advertiser :	Transport Accident Commission
3. Product :	Community Awareness
4. Type of Advertisement/Media :	Radio
5. Date of Determination	9-Mar-2022
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.3 Violence

DESCRIPTION OF ADVERTISEMENT

This radio ad features the sound of a motorbike accident.

The slowed-down noises of something being dragged across bitumen are heard. The sound goes to full speed and viewers hear the motorcycle crash. Then sounds of a motorcyclist groaning in pain are heard.

The voiceover states: This is the sound of a motorcyclist's [V1 hoodie, V2 jeans] being shredded to pieces in a low-speed crash. In reality, it only lasts for .03 seconds before the material disintegrates. Then, his flesh is shredded by the coarse bitumen as he grates across the road like a human crayon. Remind your loved ones to wear all the protective gear on every ride. A message from the TAC.

THE COMPLAINT

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

This ad, while I do understand it's need, is way too graphic and descriptive to be airing at times on the radio where children are in the car being taken to school. Have heard a few times in the morning between 8 and 9am this week and my son has complained that it is disturbing and distressing.



THE ADVERTISER'S RESPONSE

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

Thank you for notifying the Transport Accident Commission (TAC) of the complaint received by Ad Standards in relation to the motorcycle campaign "Protect your entire body on every ride".

Summarised below are the issues raised within the complaints applicable to Section 2 of the AANA Advertiser Code of Ethics:

- *2.1 – Discrimination or vilification*
- *2.2 – Exploitative or degrading*
- *2.3 – Violence*
- *2.4 – Sex, sexuality and nudity*
- *2.5 – Language*
- *2.6 – Health and safety*
- *2.7 – Distinguishable as advertising*

In addition, the following two codes were also considered:

- *AANA Code for Advertising and Marketing to Children*
- *AANA Food and Beverage Marketing and Communication's Code.*

TAC outlines the response below in regards to the complaint raised.

Role of TAC

The role of the TAC is to promote road safety in Victoria, support those who have been injured on our roads and help them get their lives back on track. The TAC, along with its road safety partners, are working to achieve the vision of no deaths or serious injuries on Victoria's roads by 2050. We are moving towards a future where every journey is a safe one.

Victoria has made significant gains in reducing road trauma over the years through challenging and diverse strategies involving public education campaigns, legislation and infrastructure investments. But, there is still some way to go. This is why targeted and planned public education campaigns, like the one being reviewed, have been and will remain a critical tool in reducing death and injury on our roads.

Motorcycle safety campaign background

Motorcyclists are over-represented in road trauma statistics. Riders account for only 4% of all registered vehicles yet they make up 17% of all deaths and serious injuries on



the road. Over the last five years, on average there have been 2,500 motorcyclist claims per year in Victoria.

When riding, motorcyclists have an increased level of vulnerability unlike anyone else on the road. They are far more at risk of dying or being seriously injured than any other road users as they are not protected by a vehicle structure.

Therefore, motorcyclists need all of the protection they can get when riding and protective gear is one element of that protection. Protective gear, such as specially designed pants, jackets, boots and gloves, reduce the severity of the most common rider injuries, particularly from falling and sliding on the ground which causes abrasions, friction burns, cuts and lacerations, including having skin and muscle stripped from their body.

However, despite the serious consequences of coming off the bike, motorcyclists don't always wear protective gear.

This "Protect your entire body on every ride" behaviour change campaign aims to motivate riders to always put on protective gear by highlighting the consequences of a serious injury for riders on an individual level and for their friends and family who are also negatively impacted.

Advertising campaign

The TAC worked with a creative advertising agency and utilised data and insights from the Motorcycle Clothing Assessment Program (MotoCAP) to develop the creative concepts. Campaign propositions, creative and concepts were developed and tested numerous times in consultation with Victorian motorcyclists and Victorian Motorcycle Community Engagement Panel (MCEP) to ensure the campaign was relevant and would resonate with riders. The campaign was thoroughly market tested and endorsed by the primary target audience – male motorcyclists in Victoria.

When developing this motorcycle campaign it was recognised that realistic content depicting the intense injuries sustained when protective gear is not worn was an effective way to motivate riders to wear protective gear on every ride no matter how short or long their ride was.

Target audience:

Primary Audience: All motorcyclists and moped riders – both male and female – across Metro and Regional

• Trauma data and market research data among riders helped to identify males aged 40-60 as the primary audience for this campaign. However given the broad and segmented nature of the motorcycling community, we created a campaign that spoke to the wider Victorian audience.

Secondary Audience: The 'Influencer'



- *Family, friends and peer groups that play a critical role in the safety of the rider and can share the message with the riders were also identified as a key audience group to target.*

Media approach

The TAC works with media and communications agency to purchase media for its advertising campaigns. The briefing and inputs for this advertising campaign included road safety data, accident statistics, research and TAC trauma data to inform the media buying strategy and placements to reach our target audience. Through our media buy we aimed to speak to all Victorian riders, male and female, as well as other influencers identified above that often play a big role in helping change behaviour of riders.

As part of the data and insights discovery, it was identified that Victorian motorcyclists have high radio consumption – with approximately 60% listening to radio each day – with Morning/Breakfast and Afternoon/Drive times identified as peak period of consumption. TAC research also shows that not wearing protective clothing is associated more with shorter (commuter type) trips. Therefore, the radio spot buy for this campaign was focussed on Breakfast and Drive, as these were identified as the best time to reach the audience with our messaging strategy. These radio spots also acts as a prompt for the secondary audience to ensure the riders are reminded to wear protective clothing on all rides.

Response to Section 2 of the AANA Advertiser Code of Ethics

In relation to the claims against Section 2:

2.1 - Discrimination or vilification – The ad in question does not discriminate against any person of the community based on race, ethnicity, gender, age, sexual orientation, religion, etc.

2.2 - Exploitative or degrading – The ad does not disparage anybody, including minors, and is not exploitive or degrading.

2.3 – Violence – We are not portraying violence. Whilst scenes and audio may be graphic in nature, these are justifiable in the context of the safety issue being advertised and were portrayed accurately following expert advice.

2.4 - Sex, sexuality and nudity – The ad makes no reference to sex, sexuality or nudity.

2.5 – Language – The ad not does contain any strong or obscene language.

2.6 - Health and Safety – The ad supports a public safety message to remind riders to wear their protective gear on every ride and aligns with community standards that the safest type of ride is one where the rider is fully protected. We are using the ad to



influence the safety behaviour of motorcyclists and in doing so enhance the public health and safety of both individuals and the community.

2.7 - Distinguishable as advertising – The ad is signed off as “A message from the TAC” to ensure it is distinguishable as advertising.

AANA Code for Advertising and Marketing to Children – this ad is not targeted towards children. Media/Radio placement was intentionally and strategically bought during peak consumption times by the primary and secondary audiences as identified above in the ‘Target audience’ section. As radio ads are not classified like TV advertisements, TAC chose radio air times based on audience matching and consumption of our target audience i.e. radio station identified as part of this complaint (Gold 104.3) is the number one radio station in Melbourne for ‘Gen Xs’ (ages around 40 to 60) – our primary target market.

AANA Food and Beverage Marketing and Communication’s Code – The ad is not in relation to, or refers to, food or beverages.

In Conclusion

In development of this campaign and in the targeting of the media buying, every effort was undertaken by the TAC to ensure credibility, facts, relevancy and respect for the motorcycling community and the secondary audience of the family/friends who play a key role in influencing the motorcycling community.

Given all of the above and the context in which this campaign is being used, we trust that you will view this response favourably and agree that TAC did not breach Section 2 of the AANA Advertiser Code of Ethics.

Should you have any queries or wish to discuss additional points, please do not hesitate to contact me.

THE DETERMINATION

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

The Panel noted the complainant’s concern that the advertisement is inappropriate to play during times children would be listening due to its graphic and descriptive nature.

The Panel reviewed the advertisement and noted the advertiser’s response.

Section 2.3: Advertising shall not present or portray violence unless it is justifiable in the context of the product or service advertised



The Panel noted the Practice Note for this section of the Code which states *“The results or consequences of violence (e.g. a black eye) and audio representations of violence may also be prohibited. However, graphic depictions of violence or the consequences of violence may be justified by the community safety message involved”*.

Does the advertisement contain violence?

The Panel noted that the advertisement does contain dragging/abrasive sounds and a voiceover describing the scenario occurring (a motorcyclist sliding across bitumen), and ends with sounds of a man in discomfort/pain.

The Panel considered that the advertisement did contain violence.

Is the violence portrayed justifiable in the context of the product or service advertised?

The Panel noted that as the advertisement is on radio, there is no visible violence, and it relied on the imaginations of listeners. The Panel noted that the tone of the advertisement is banal - there is no excitement in the speaker’s voice. The Panel considered that it would be unlikely to gain a child’s attention, though noted that it was played at times that children may hear it.

The Panel considered that the important community message being delivered in the advertisement was a critical message that justified the use of sounds that would grab the attention of the viewer and would lead to an increased awareness and consideration of the serious issue. The Panel considered that although the advertisement was impactful the violence contained in it was relevant to the advertisement’s message and was not inappropriate.

The Panel acknowledged that the content and subject matter of the advertisement may be upsetting to some viewers, including children, but considered that the advertisement is using factual information in an informative manner to raise awareness of an issue and includes a call to action. In the Panel’s view the overall tone is that positive action works and this is a message which children should be able to process.

Section 2.3 Conclusion

The Panel determined that the advertisement did not present or portray violence which was unjustifiable in the context of the product or service advertised and did not breach Section 2.3 of the Code.

Conclusion

Finding that the advertisement did not breach any other section of the Code, the Panel dismissed the complaint.