



Ad Standards Community Panel
PO Box 5110, Braddon ACT 2612
P (02) 6173 1500 | F (02) 6262 9833

AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0067/18
2	Advertiser	Suncorp
3	Product	Insurance
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	07/02/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

This television commercial depicts a person walking down a residential street asking Australians what they think about insurance.

THE COMPLAINT

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

The ute in the background as the actor is talking has a gentleman put something in the tray and the tray is not cover with a net which is a law that all items in the tray must be covered or restrained.

THE ADVERTISER'S RESPONSE

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

The complaint appears to be in response to the tradespeople not covering their vehicle's tray (frame reference 1 to 6 secs). We also note that the vehicle can be seen



seen in the same parked position at the end of the advertisement.

We recommend this complaint be dismissed as the vehicle is not shown in transit, rather it visually shows the tradespeople putting a folded tarp in the back of the tray. Should the vehicle had been required to move, we would have ensured all safety standards and Queensland laws would have been adhered to.

Furthermore, we do not believe the television advertisement in question breaches any part of Section 2 of the AANA Code of Ethics. Specifically it in no way is discriminatory, exploitative, degrading, shows violence, sex/sexuality or nudity, it does not use inappropriate language or breach any health or safety standards.

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 concern that the advertisement depicted something being placed in the back of a ute without being correctly restrained.

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

The Board considered 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 television advertisement depicts a woman walking down the street talking about insurance. In the background there are two men and a ute.

The Board considered advice available on the Queensland Department of Main Road’s website which states “Under the Queensland load restraint requirements, any load carried on or in your vehicle or trailer must:... be restrained using an appropriate load restraint method” (<https://www.tmr.qld.gov.au/Safety/Vehicle-standards-and-modifications/Loads-and-towing/Load-restraint.aspx>).

The Board noted that in the advertisement you see the two men place a tarp in the tray of the ute and walk towards the front of the vehicle.

The Board considered that the men are not the focus of the advertisement and are not referenced in the advertisement at all, rather they are seen in the background.

The Board considered we do not see the men start the vehicle or drive away with the tarp in the back of the ute, and considered that it is possible that one of the men was going to retrieve a restraint from the ute.



The Board considered that the behaviour shown in the advertisement was not clearly promoting or condoning people driving with unrestrained loads, and did not depict material contrary to Prevailing Community Standards on health and safety. 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 other grounds, the Board dismissed the complaints.