



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

AdStandards.com.au

Ad Standards Limited
ACN 084 452 666

Case Report

1. Case Number :	0072-22
2. Advertiser :	Repco Ltd
3. Product :	Automotive
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	13-Apr-2022
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This television advertisement features a tyre spinning in the sand. A voice-over says, "oh yeah, a nice bit of sand between the tyre tread".

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

Here on the coast we have a problem with hoons on the beach, it has been on the news, all over social media and the police have also promoted their campaigns to stop it. People have died when their 4x4's have rolled following their hooning behaviour. Repco's ad promotes this behaviour to profit from it. This is not right.

THE ADVERTISER'S RESPONSE

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

4WDing is a very popular activity in Australia, especially around Easter time and school holidays. In a lot of states, 4WDing on designated beaches is legal and enjoyed by Repco customers and car enthusiasts more broadly. There are long stretches of safe beaches in most states, similar to that pictured in the TV ad, where it is safe and legal to drive an appropriate vehicle. There are also numerous highly popular Australian TV shows dedicated to 4WDing, especially beach driving.



This ad was created using stock footage. While Repco didn't film the ad specifically, we carefully selected this piece of footage for our ads as it represents beach driving in a safe and responsible way.

At the start of the ad, the vehicle spins its wheels in the sand for a few seconds in slow motion. The ad cuts to two retail offers, then cuts back to the vehicle where an aerial view shows it driving at a low speed, in a safe manner, on a completely deserted beach. The beach is incredibly wide, open and very flat and there are no other vehicles, swimmers, people or even wildlife anywhere near the vehicle.

In addition to the vehicle driving safely, the vehicle is not shown to contribute to any erosion or destruction of sensitive landscape like habitats or vegetation.

Given the activity is depicted in such a safe and low environmental impact manner, we believe the ad is not promoting or condoning any form dangerous or illegal activity, and does not inspire any hoon, insensitive or irresponsible driving.

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 concerns that the advertisement depicts dangerous hooning behaviour.

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

Environmental impact

The Panel acknowledged that there is a high-level of concern in the community relating to the environmental damage caused by people driving on beaches. The Panel considered that the depiction of a vehicle spinning its wheels on the beach in combination with a voice-over suggesting this is a pleasurable thing to do, could encourage irresponsible driving behaviour on beaches which could lead to environmental damage. However, the Panel noted that responsible environmental behaviour was not a provision under the Code of Ethics and such a depiction therefore does not breach the Code.

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

The Panel noted the Practice Note to Section 2.6 which states:

"Images of unsafe driving, bike riding without helmets or not wearing a seatbelt while driving a motor vehicle are likely to be contrary to prevailing community standards relating to health and safety irrespective of whether such depictions are for the product/service being advertised or are incidental to the product."



The Panel noted the advertiser's response that the wheel spin on the beach was shown only in slow motion and was spinning at safe speeds.

The Panel noted the complainant's concern that people have died after rolling their cars while driving in an unsafe manner, however considered that the behaviour actually depicted in this advertisement was not unsafe or likely to lead to injury.

The Panel considered that most members of the community would not find the advertisement to be promoting unsafe driving behaviour.

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 any other section of the Code, the Panel dismissed the complaint.