



## Case Report

1	Case Number	0160/17
2	Advertiser	Queensland Transport
3	Product	Community Awareness
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	26/04/2017
6	DETERMINATION	Dismissed

### ISSUES RAISED

- 2.3 - Violence Causes alarm and distress
- 2.6 - Health and Safety Motor vehicle related

### DESCRIPTION OF THE ADVERTISEMENT

The television commercial titled 'Nanna' shows two young men driving above the speed limit to make it to a game of footy on time. They collide with a pregnant Mum and her daughter who are pulling of a home driveway.

### THE COMPLAINT

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

*These videos clearly indicate the vehicle speeding - doing over 60kmh in a 60 zone, which clearly contravenes your advertising standards by showing this. Refer to your own website, sections 2(a), 2(b)*

*<https://adstandards.com.au/products-issues/car-advertising>.*

*It should not matter who is creating the ads as to what is allowed.*

*I've never seen anything like it, I'm completely horrified and need psychological counselling to progress with my family life after having viewed the scene with my family on free to air TV,*

*completely sickening*

## **THE ADVERTISER'S RESPONSE**

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

*In an effort to reduce speed-related crashes and resulting fatalities, the Department of Transport and Main Roads undertakes anti-speeding social marketing campaigns.*

*The complainant has viewed one of the two commercials for the new 'Let's change the way we look at' speed campaign. 'Control your speed', or 'Risking more than your licence'. Both show the same footage of the pre-crash impact.*

*The detailed response especially relates to section 2.3 - Violence of the ANA Code of Ethics.*

*A brief response against all other aspects of Section 2 of the code of Ethics for the board's consideration of the commercial overall is below.*

*2.1 – Discrimination or vilification: The commercials do not discriminate against or vilify any groups.*

*2.2 – Exploitative and degrading. The commercials do not represent anything exploitative or degrading to any of the characters.*

*2.4 – Sex, sexuality and nudity. The opening scene of the driver of the ute kissing his girlfriend helps set the scene that he is a normal, likeable character, to help portray the fact that speeding by everyday, likeable people is a problem. It's not just reckless hoons.*

*2.5 – Language. There is no coarse or offending language used in these commercials.*

*2.6 – Health and Safety. The purpose of the commercials is to show the safety issue of speeding. The commercial shows the potential impact that speeding can have on road safety – that rushing on the road leaves less time to react to unexpected scenarios which can result in serious crashes.*

*Complaint that the ads are horrifying and sickening (due to distress caused from the scene of two men driving a ute into a pregnant woman with a child driving a SUV).*

*2.3 Violence – causes alarm and distress*

*This campaign forms part of the Join the Drive to Save Lives social change strategy to challenge the acceptability and inevitability of death and serious injury from road crashes and facilitate a shift in responsibility for transport safety beyond government to the community as a whole.*

*Speeding is one of the primary contributing factors to Queensland's road toll, and has been for many years, contributing to nearly a quarter of the road toll.*

*Our research tells us most people speed. A recent study found 94 per cent of those surveyed claimed they sped at least occasionally and almost half claimed to speed on most trips. Further, many people wrongly believe they can speed safely.*

*Our challenge is to reduce the social acceptability of speeding. To challenge the strongly held belief that low level speeding is safe and also encourage audiences to think about changing the way they drive.*

*Testing of various key concepts and potential creatives has shown this is extremely challenging and requires an attention grabbing, realistic and relatable scenarios.*

*While the ads are very emotional, the approach is warranted if it can help reduce road trauma.*

*The campaign creative taps into the idea that fundamentally we are all responsible for our actions, and that poor decisions, no matter how small they seem, can have terrible consequences.*

*The television commercials show the consequences of speeding (a crash). Care was taken during filming to focus on the 'human' stories that people can relate to from a number of perspectives, hence showing the family scene of the pregnant mum, her husband painting the nursery, and their young daughter going to visit her 'Nanna'.*

*The "Control" commercial proved effective in testing. It worked particularly well with young male drivers who could identify with the utility driver.*

*The vision in these ads does not actually show the impact of the crash or the aftermath. It does not show the outcome of the crash whether the occupants of the car are injured or die. Its purpose is to show the potential serious type of collisions that can occur due to speed.*

*As the campaign has only recently launched, there is not yet any evaluation of the finalised campaign that was put to air. However given the results from the testing undertaken during development of the campaign, the Department is confident the commercial will be effective in cutting through to the difficult young male audience to make them reconsider speeding.*

## **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 depicts graphic imagery that was alarming and not appropriate for children to view.

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

The Board considered whether the advertisement was in breach of Section 2.3 of the Code.

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

The Board noted that this television advertisement depicts parallel stories of 2 young men in a ute travelling to a match running late interspersed with the story of a pregnant mother and daughter leaving their home to head to nanna's house. The advertisement shows the impending accident.

The Board noted the complainant's concern that the advertisement is horrifying.

The Board noted that the advertisement is intended to represent everyday people and how speeding and poor choices can impact on the lives of 'normal' people.

The Board noted that the main purpose of the advertisement was to educate the public on the consequences of speeding when driving and that the images shown related directly to the message of the advertisement.

The Board noted the advertiser's response that the advertisement and the campaign is to "facilitate a shift in responsibility for transport safety beyond government to the community as a whole."

Consistent with previous discussions about public health and safety advertisements, the Board considered that a higher degree of graphic detail can be appropriate where necessary to achieve a public health outcome.

In this instance the Board noted that the actual crash was not shown but acknowledged that the implication of the impending accident was very impactful.

The Board noted that some members of the public, including the complainant, would find the suggestion of a road traffic accident affecting young lives disturbing, but considered that these images are relevant to the important public health and safety message that the advertisement is attempting to convey and are not so graphic as to breach the provisions of the Code.

The Board noted the advertisement had been rated 'W' by CAD and noted that it had been aired at a time appropriate for the rating.

The Board determined that the advertisement did not breach Section 2.3 of the Code. Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.

