



## Case Report

1	Case Number	0200/17
2	Advertiser	St. John's Qld
3	Product	Community Awareness
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	10/05/2017
6	DETERMINATION	Dismissed

### ISSUES RAISED

- 2.3 - Violence Causes alarm and distress
- 2.3 - Violence Causes alarm and distress to Children
- 2.3 - Violence Community Awareness

### DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a woman giving CPR to a man as we see a flashback of their life together and how it could be in the future. The woman is crying and the man is unresponsive. Text on screen reads, "Book a first aid course today."

### THE COMPLAINT

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

*I strongly object to this advertisement as it could be a trigger for anyone suffering PTSD and raises issues for anyone who has been in that emergency situation and they could not revive their loved one. I suffered from PTSD when I found my husband crushed under our family car. I could not resuscitate my husband so this ad is overwhelmingly sad and triggers my PTSD. I believe it will trigger many people who have been through similar, distressing events. It is very confronting and distressing.*

*It's more the timing of the advertisement, it was viewed at 6:30am and my son saw the ad and was quite emotional about it, asking questions I do not believe a 4 year old needs to know or ask. Change the timing or change the ad to not be so graphic at this time during the day! There are better ways of advertising first aid training!*

## **THE ADVERTISER'S RESPONSE**

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

*I have spoken with Channel 9 and requested a post-telecast advice report (attached). This report shows post times outlining the exact time the TVC went to air. The TVC aired in the TODAY Show (6 April at 6:28 am – break 3, position number 4).*

*Our CAD rating is W, and therefore no breach has occurred. CAD rating W is G rating – with caution. The TODAY Show accommodates this rating within the code of practice.*

## **THE DETERMINATION**

The Advertising Standards Board (the “Board”) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the “Code”).

The Board noted the complainants’ concerns that the advertisement depicts content that is too graphic for children and causes distress to viewers who may have experienced a similar situation.

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 a distressed woman performing CPR on her husband.

The Board noted that it had previously dismissed complaints about a similar advertisement in case 0146/14 where:

“The Board noted that the advertisement depicts a mother trying to rescue her son who is drowning in their backyard pool but she is prevented from entering the water by a layer of glass.

The Board noted that it had previously dismissed complaints about community awareness campaigns where graphic imagery is used in cases 0088/14 and 0137/14 where: “The Board agreed that the advertisement was graphic and likely to be offensive to some people. The Board noted its previous decisions relating to public health and safety campaigns, where it accepted that a higher level of violence can be shown where it is considered to be justifiable in the context of the important health message being conveyed to the public.”

In the current advertisement the Board noted that the scene of the boy hitting his head is fleeting and is shown for the purpose of giving cause to the reason he fell into the pool. The Board noted that the advertisement is realistic in its depiction of the mother being distressed about not being able to reach or save her son and that it is alarming but is critical to the

effectiveness of the advertisement.”

In the current advertisement the Board noted that the woman is able to perform first aid on her husband and considered that the final scenes show that the man is breathing and the woman’s actions have saved him.

The Board noted the length of the advertisement. A minority of the Board expressed concern that most of the advertisement focuses on an extremely upset woman trying to save her husband’s life and considered that this would be distressing to some members of the community, especially if they are unable to watch the advertisement to its happy conclusion.

The majority of the Board acknowledged that some members of the community would find the advertisement to be distressing however in the Board’s view the impact of the advertising is important in order to deliver the important community awareness issue relating to first aid and the benefits of knowing the appropriate first aid treatments. The Board noted that the intention of the advertisement is to encourage members of the community to do first aid training in order to be able to cope with a situation such as that presented in the advertisement and the majority of the Board considered that the depiction of the woman becoming distressed because she thinks she has lost her partner is key to delivering the important community awareness message.

The Board noted that the man who has collapsed does not appear to have any external trauma to his body and considered that the lack of blood or obvious injury does minimise the visual impact of the scenario presented in the advertisement.

The Board noted the advertisement had been rated ‘W’ by CAD which means it can be viewed by a broad audience which would include children and considered that while it would be preferable to have a warning before the airing of the advertisement with regards to potentially distressing content, in the Board’s view the content is not so graphic as to be inappropriate in the context of the important community awareness message being advertised.

Consistent with its previous determinations in cases 0088/14 and 0137/14 and 0146/14, the Board considered that the advertisement did portray violence which was justifiable in the context of the product or service advertised and 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 complaints.