



## Case Report

1	Case Number	0356/10
2	Advertiser	Bridgestone Tyres Australia Ltd
3	Product	Professional services
4	Type of Advertisement / media	TV
5	Date of Determination	25/08/2010
6	DETERMINATION	Dismissed

### ISSUES RAISED

2.6 - Health and Safety - within prevailing Community Standards

### DESCRIPTION OF THE ADVERTISEMENT

A dad and his son are at the garage. The mechanic is listing all the work that has been done on their car, and comments that starting the car shouldn't be a problem any more. The dad replies that this is great because the day before he had been a bit late collecting his son. The son, who is playing an electronic game, comments that he is telling his mum about this. The dad says that he thought they had a deal and the boy replies that he is still telling his mum.

The dad smiles nervously at the mechanic and then we cut to a screen shot of some tyres and a male voice over describes a new cashback deal if you purchase 4 of these tyres.

We then see the dad and his son leaving the garage and on the way out the mechanic hands a toy gecko to the son and says, "Mum doesn't need to know, mate" and then they shake hands. The final image is text reading, "B Select. Service that moves you. Tyres. Wheels. Batteries. 131 229."

### THE COMPLAINT

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

*we have spent years trying to teach kids not to keep secrets. it is unsafe to ever encourage kids to keep secrets... surprises are ok but never never secrets.*

*In the latest ad for Bridgestone Tyres the guy gives the kid some money (or a lizard) and says that "Mum doesn't need to know" - disgusting! He is a stranger and this definitely confuses*

*kids about stranger danger! Please take this ad off the air! Abductions are increasing we need to keep our kids safe and this ad is NOT HELPING! Please take it off air ASAP!*

## **THE ADVERTISER'S RESPONSE**

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

*Bridgestone Australia is an organisation that is committed to family and safety. It is what our brand has been built on.*

*Whilst we don't believe that the advertisement in question contravenes Section 2 of the Code of Ethics, nor does the Children's Code apply to the advertisement; it is in the interest of ensuring that the public is completely aware of our commitment to family, that we will not run the ad in its current form again.*

*Should we re-edit the advertisement for further use in the future, we will endeavour to address the concerns that have been raised.*

## **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 encourages children to keep secrets.

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

The Board considered whether the advertisement was in breach of 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 advertiser's response that they are committed to family and safety, this advertisement is not going to be run in its current form again, and that should they re-edit the advertisement for further use in the future, they will endeavour to address the concerns that have been raised.

The Board considered that the depiction of the child being given a toy to not tell his mother what his father had done, is a scene familiar to most parents, and that although the man giving the toy was a stranger, the boy's father was next to him throughout the scene. The Board considered that the overall tone of the advertisement was humorous and light-hearted.

For these reasons, the Board determined that the advertisement did not depict "material contrary to Prevailing Community Standards on health and safety" and 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 complaint.