



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	0477/18
2	Advertiser	New Age Caravans
3	Product	Automotive
4	Type of Advertisement / media	Print
5	Date of Determination	14/11/2018
6	DETERMINATION	Dismissed

## ISSUES RAISED

2.6 - Health and Safety Motor vehicle related

## DESCRIPTION OF THE ADVERTISEMENT

This newspaper advertisement depicts a camper trailer parked diagonally across an outback road.

## THE COMPLAINT

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

*I believe it shows an illegal action. It's a photo taken on a two-lane country road, with the caravan/camper parked at an angle across both lanes, and even worse across double yellow lines which by law you can't cross for overtaking. The terrain around looks hilly, which indicates the double yellow lines are there because vision for oncoming traffic is restricted, creating potential danger. Even worse, the caravan/camper is detached from a car and so it could not be moved out of the way of any approaching traffic and completely blocks both lanes of the road. There's no statement saying that the picture is created on a set or photoshopped, no sign of traffic cones or anything to show this was staged. Of all the ways and places to photograph a vehicle, I am astounded that they would choose to do so blocking a road and crossing double yellow lines, flouting the law. I have a copy of the ad if it can't be*



*tracked.*

## **THE ADVERTISER'S RESPONSE**

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

*In response to the complaint, New Age Caravans (NAC) would like to confirm the following details:*

*- A description of the Advertisement:*

*NAC are advertising their new Wayfinder camper in a remote location. We have photoshopped the Wayfinder using a stock photo as the backdrop.*

*- Your comprehensive comments in relation to the complaint:*

*NAC are representing the camper in a remote location or to areas that resonate with Australians. We are showing that a camper can escape the ordinary (every day city life) and depict the outback to encourage new to caravanning purchases to get out and travel. The Wayfinder camper has been photoshopped onto the road without a vehicle as we do not co-brand with any particular vehicle manufacturer. The setting was chosen to show travel on a road toward the outback or to go where you wish to travel (Outback is to many travellers the ideal). As it is illustrating the opportunity to explore, it was by now means intentional to 'flout the law' considering our product is a road worthy product that is towed on Australian roads and most importantly providing families and couples the opportunity to holiday in our wonderful country. As the creative was designed to catch our potential markets interest and imagination, our intent was not to offend, therefore we will amend with a notation on the advertisement that this ad has been photoshopped.*

*We thank you for the opportunity to respond and look forward to your findings.*

## **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 concern that the advertisement features a caravan parked illegally.

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

The Panel 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 Panel noted the complainant’s concern that the advertisement featured a caravan parked illegally.

The Panel noted that this advertisement features an image of a camper trailer parked across an outback road, and is shown as being parked across double yellow lines.

The Panel noted that the camper parked on a road diagonally across double lines is a depiction of an illegal act, however considered that the advertisement is clearly photo-shopped, based on the lack of shadowing of the camper and the way it is placed within the image. The Panel considered that most members of the community would not interpret the advertisement as promoting or encouraging behaviour contrary to Prevailing Community Standards.

The Panel noted the advertiser’s response that they had taken steps to amend the advertisement with a notation advising that the image is photo-shopped.

The Panel noted that advertisers are free to use whatever images they wish in an advertisement, however noted that advertisers must take care that such images cannot be interpreted as breaching Prevailing Community Standards.

The Panel considered that the advertisement did not depict material contrary to Prevailing Community Standards on health and safety. The Panel 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 Panel dismissed the complaint.

