



Case Report

1	Case Number	0531/17
2	Advertiser	Holden Ltd
3	Product	Automotive
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	07/02/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety Unsafe behaviour

DESCRIPTION OF THE ADVERTISEMENT

A television advertisement which features scenes of different people using and interacting with Holden vehicles.

THE COMPLAINT

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

In the add it asks you to choose the right car for you one scene shows a well advanced pregnant woman with the seatbelt going over her stomach this is a very bad position for a woman in her condition the belt should be under the stomach to limit injury to the baby this scene should be removed so other pregnant don't do the same and risk injury to their baby thank you

THE ADVERTISER'S RESPONSE

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

Response to follow as supps

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 concern that the advertisement depicted a pregnant woman using a seatbelt in an unsafe way.

The Board considered 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 television advertisement featured scenes of different people using and interacting with Holden vehicles. In particular the Board noted a brief scene in which a pregnant woman puts a seatbelt on.

The Board considered the complainant’s concern that the advertisement depicts the pregnant woman putting the seatbelt over her stomach, instead of under it which would be safer for the baby.

The Board considered that it is often advised that when pregnant women use a seatbelt “it should be positioned under the abdomen, below the front bony part of the hips and across the upper thighs”

(<http://roadsafety.transport.nsw.gov.au/stayingsafe/vehiclesafety/seatbeltsrestraints/index.html>).

The Board considered that in the advertisement the woman is seen putting the seatbelt over the top of her stomach to connect it, however the scene is very brief and it is possible the woman had not finished and would continue to adjust the seatbelt to sit under her stomach.

The Board considered in the context of a very brief scene, in which we do not see the woman take her hands away from the seatbelt or the vehicle move, that this is a depiction that is unlikely to cause other pregnant women to copy the behaviour and wear their seatbelts incorrectly.

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