



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 137/00  |
| 2. Advertiser                 | Transport Accident Commission (Crash Course)                                  |
| 3. Product                    | Community Awareness   |
| 4. Type of advertisement      | Cinema  |
| 5. Nature of complaint        | Violence Other – section 2.2<br>Other - Causes alarm and distress to children |
| 6. Date of determination      | Tuesday, 9 May 2000   |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement begins at the scene of an accident where a policeman runs to assist an injured young man slumped in the driver's seat of a crashed car. An observer says, 'How did it happen?' To a voiceover saying, 'It happened here', the scene moves to a fork in a country road where the young man is driving with his mother who says, 'Keep going, Tim, that road's a bit dangerous.' The young man acquiesces. To the voiceover saying, 'Here', the scene changes to a rainy night with the young man and his father deciding who will drive. 'Dad, I need the practice', the young man pleads. His father responds, 'It's a bit wet, son. Don't want any dents in the car, OK?' Disappointed, the young man passes the keys to him. To the voiceover saying, 'And here', the scene changes to the young man and his mother in an urban street where the mother says, 'Sorry, darl, I'm just a bit nervous about you driving in town. I'd better drive.' The young man shrugs. The camera returns to the accident scene with the young man on a stretcher being placed in an ambulance. The voiceover says, 'Learners need practice on every possible occasion and in all conditions. Otherwise, you're exposing them to appalling risks when they're on their own. Ask yourself, are they roadworthy?'

## **THE COMPLAINT**

Comments which the complainant made regarding this advertisement included the following:

*'.....the ..... ad .....had blood and bodies on the ground which disturbed my 5-year-old daughter. .... I find this disturbing with the school holidays starting when many young children will be watching this and other "G" rated movies.'*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

While the Board appreciated the personal point of view of the complainant, it determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint. The Board noted, however, the advertiser's advice that its policy precludes its advertisements being shown in cinemas with programmes likely to attract young children and further noted the steps taken by the advertiser to ensure future compliance with its policy by cinema proprietors.