



**ADVERTISING  
STANDARDS  
BUREAU**

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## **CASE REPORT**

- |                               |                       |
|-------------------------------|-----------------------|
| 1. Complaint reference number | 142/00                |
| 2. Advertiser                 | Queensland Transport  |
| 3. Product                    | Community Awareness   |
| 4. Type of advertisement      | TV                    |
| 5. Nature of complaint        | Other - Miscellaneous |
| 6. Date of determination      | Tuesday, 9 May 2000   |
| 7. DETERMINATION              | Dismissed             |

## **DESCRIPTION OF THE ADVERTISEMENTS**

1. There are four advertisements in the television campaign, each photographed from the position on the ground of an unseen, moaning car accident victim. The advertisements conclude with versions of the text: 'Drink driving/Speeding/Driving tired/Driving unbuckled kills everyday people every day. Beware the fatal 4. Drunk. Speeding. Tired. Unbuckled.'

## **THE COMPLAINT**

Comments which the complainant made regarding these advertisements included the following:

*'We find these ads confronting, and believe their content is too descriptive. .... We find them distressing as adults, and are concerned about their content for the general populace.'*

## **THE DETERMINATION**

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

The Board was of the view that the material within the advertisements was not inappropriate given that they had received W and PG ratings and were restricted to being broadcast within the relevant time classification zones. The Board determined that the advertisements did not breach the Code on any ground and, accordingly, dismissed the complaint.