



CASE REPORT

- | | |
|-------------------------------|---------------------------------|
| 1. Complaint reference number | 173/02 |
| 2. Advertiser | Land Rover Australia |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 9 July 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television commercial opens on a scene of a man jogging through a park and along a street, where he stops in a driveway, observed by a neighbour clipping a hedge. After the jogger pulls a large leaf from the garden and drinks the liquid that drips from it, a caption reads: ‘Seen Anything Interesting Lately?’ The view dissolves to a DVD unit fitted inside a Land Rover Discovery, with scenes from The Lord of the Rings playing on the screen. An announcer says: “Land Rover Discovery ES and SE now come with an 18 centimetre DVD, value \$3,750 for no extra cost while stocks last.” The view changes again, this time to show the Discovery driving through the jungle. The advertisement concludes with a Land Rover logo superimposed over the jungle scene, supported by a caption reading: ‘The Land Rover Experience’ and an Internet website address.

THE COMPLAINT

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

“What is disturbing is that the DVD player, being small and compact, is strapped to the sun visor in front of the front passenger seat in perfect view of the driver... Surely such an act would constitute negligent driving, an act that is reinforced by the stylish advertisement.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board accepted an assurance from the advertiser that the DVD player installed in selected models “has been carried out in accordance with Australian Design Rule (ADR) 42/3 whereby it is rearward of the drivers vision zone and is mounted in such a way to be displaced in the advent of a collision impact.”

On this basis, the Board determined that the advertisement did not contravene the health and safety provisions of the Code.

Further finding that the content of this advertisement did not breach any aspect of the Code, the Board dismissed the complaint.