



CASE REPORT

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| 1. Complaint reference number | 20/99 |
| 2. Advertiser | Budget Rent A Car Aust Pty Ltd |
| 3. Product | Travel |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 9 February 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a (Budget) rental truck parked outside a house. It includes the visuals showing a woman taking a decorative plate off a shelf, smashing it and then putting it in a box, breaking a lamp, smashing boxes against a wall and turving a vase (complete with flowers) into a box. It also shows the woman and man successively breaking plates into a box and placing a goldfish bowl into a box. The voiceover at the conclusion of the advertisement says, 'Budget has the trucks, the boxes and trolleys you need, so can move your own way.'

THE COMPLAINT

Comments the complainants made regarding this advertisement included the following:

'Budget Rental Trucks showing little value for people's own property. Honestly how many people would break their own goods? To young unsuspecting viewers it conveys a message of vandalism... trying to bring my children up in a Christian way... Viewing T.V. undermines this.'

'...boxes being thrown aboard was rather stupid but this stupidity turned to cruelty when goldfish were put into box and it would appear, thrown into a van... This incites an act of cruelty and some children (if unsupervised) would copy this.'

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 determined that the advertisement would not offend prevailing community views and standards and did not breach the Code. The Board dismissed the complaint.