



CASE REPORT

1. Complaint reference number	207/99
2. Advertiser	W.A Transport, Road Safety
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 July 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows two men travelling in a four wheel drive vehicle discussing a forthcoming football match. As a car towing a caravan passes them in the opposite direction, their vehicle's windshield is suddenly shattered. The driver loses control and the vehicle crashes off the road, overturning and coming to rest upon its roof. Both men are seen suspended upside by their seat belts and the driver, regaining consciousness, begins to shout 'Gaz? Gaz? Are you O.K. Gaz?' with increasing concern. The other man then also regains consciousness and says 'Yeah ... what?' They look at each other and then burst into laughter. The advertisement concludes with the words 'Belt Up. You'd be mad not to wear a seatbelt.' on the screen.

THE COMPLAINT

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

"Car accidents are a very serious thing and are not to be made to look silly ... my grandson now thinks it's funny to have an accident and falls off his bike so he can copy what the ad does."

THE DETERMINATION

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

The Board determined that the events depicted in the advertisement did not contravene prevailing community standards on safety; but emphasised the important safety message of wearing a seat belt. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.