



CASE REPORT

1. Complaint reference number	211/02
2. Advertiser	Holden Ltd (Zafira)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 10 September 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement opens on a scene of a vehicle being driven on a road in a park like setting and cuts to a baby secured in a safety seat and an older child drawing with crayons in a colouring book. The mother is seen to look over her shoulder towards the children. The parents then stop the car and relocate the older child to another seat in the rear of the car. The commercial closes with a shot of the baby whose face has been coloured with crayons, presumably by the older child.

THE COMPLAINT

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

“ A baby of this age has little head control and should not be placed in a car seat facing the front...it is obvious that creativity has compromised health and safety in this commercial...the ad is sending the wrong message to parents of young children.”

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 noted the advertiser’s response to the effect that the seat selected for use in the advertisement was RACV approved for babies from birth to 18kg and that, in accordance with Road Safety Guidelines, to have the seat in a front facing position the baby should weigh 8-18kg. The advertiser advised that the baby featured in the commercial was almost six months of age and weighed 8kg.

The Board determined that the advertisement did not breach the Code on the grounds of health/safety or on any other grounds. Accordingly, the complaint was dismissed.