



CASE REPORT

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| 1. Complaint reference number | 224/99 |
| 2. Advertiser | Tourism Queensland |
| 3. Product | Travel |
| 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 comprises a series of scenes of different images apparently travelling along a road. The first is of a man on a surfboard, followed by a group of people in a boat and then a man and woman on a picnic blanket. In each case, the image appears to be suspended in mid-air and travelling along the centre line of the road, weaving from side to side. The final scene shows a copy of the ‘Queensland Motoring Holiday Guide’ booklet, which also appears to be travelling along the road suspended above the centre line.

THE COMPLAINT

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

“ ... sets a frightening example, as the vehicles are using the middle double line for travel ... ”

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 advertisement did not contravene prevailing community standards on safety, particularly given that all the scenes of images travelling along a roadway were clearly fanciful. The Board determined that the advertisement did not breach the Code and, accordingly, dismissed the complaint.