



CASE REPORT

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| 1. Complaint reference number | 234/01 |
| 2. Advertiser | Transport Accident Commission |
| 3. Product | Community Awareness |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 11 September 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This series of television advertisements graphically portrays various road accident situations involving vehicles being driven beyond the prevailing speed limit. In one “a young son, daughter, brother, a husband, a mate, a girlfriend” are killed or seriously injured. An announcer’s voice advises “But if everybody drives just five kilometers an hour slower, we will save ninety-five deaths and over thirteen hundred serious injuries this year. Wipe out five or wipe out lives.” Another shows two cars traveling at 60 km/h and 65 km/h respectively before cutting to a crash sequence, when the announcer advises “for every five kilometers over the sixty limit, your risk of crashing doubles. Wipe out five or wipe out lives.” In a third advertisement, two cars are shown traveling at 80 km/h and 85 km/h respectively immediately before an accident. The announcer advises: “Drive just five kilometers an hour slower and we can prevent ninety-five deaths this year. Wipe out five or wipe out lives.”

THE COMPLAINT

Comments which the complainant/s made regarding these advertisements included the following:

“I do not quarrel with this very worthy cause, but I do not think a worthy cause justifies the level of graphic violence that is used in these advertisements. I feel violated when they come on to the television....”

THE DETERMINATION

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

Noting the worthiness of the cause, the Board determined that the content of this television advertisement did not constitute violence under the Code. It further found that the material did not breach the Code on any grounds and, accordingly, dismissed the complaint.