



## **CASE REPORT**

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|-------------------------------|------------------------------|
| 1. Complaint reference number | 25/99                        |
| 2. Advertiser                 | Queensland Transport         |
| 3. Product                    | Public Awareness Campaign    |
| 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 ADVERTISEMENTS**

The Board viewed two advertisements in this series:

1. A couple step onto the sidewalk after a night out. They are both inebriated. The man suggests taking a cab but the woman convinces him that she should drive. In the next scene they are shown driving along with much merriment until they have an extremely near collision with a passing truck. They then become panicked and get pulled over by a Police officer. He subsequently advises the woman that her blood/alcohol exceeds the legal limit. She is clearly distressed by the outcome and crying says, 'I'll lose my bloody job.' The advertisement concludes with the superimposition on the screen of the words, 'If you drink then drive...one way or another you'll be stopped'.

2. A couple step onto the sidewalk after a night out. They are both inebriated. The man suggests taking a cab but the woman convinces him that she should drive. In the next scene they are shown driving along with much merriment. Suddenly there is the sound of screeching brakes as they collide with a passing truck. The truck driver jumps out of the truck and a passerby looking through the smashed windscreen seems very shocked by what she sees. The advertisement then shows that the woman has been fatally injured and is shown bleeding profusely from the face and neck, her head on the steering wheel. The man then cradles her. The advertisement concludes with the superimposition on the screen of the words, 'If you drink then drive...one way or another you'll be stopped'

## **THE COMPLAINT**

Comments the complainant made regarding this advertisement included the following:

*'I recently had a friend who died in a car crash. Whenever the ad comes on I'm sent into an extreme state of depression. I don't want you to take it off completely because it does send out an important message, but perhaps you could censor it or not put it on so often.'*

## **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, viewed in the context of its message as a whole, did not breach the Code. The Board dismissed the complaint.