



CASE REPORT

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| 1. Complaint reference number | 254/02 |
| 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, 8 October 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:

“My concern with Holden’s ad was the probability of a child copying using the crayons on another and in a moving car naturally this could result in an eye injury.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) had previously considered this advertisement following a complaint on health and safety grounds. However, since that complaint dealt with an entirely different aspect of health and safety, the advertisement was re-submitted to the Board, which again considered whether it breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board noted the advertiser’s response that “at no stage does the advertisement show the older child physically drawing on the baby, it is simply implied”.

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