



CASE REPORT

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| 1. Complaint reference number | 262/01 |
| 2. Advertiser | Roads & Traffic Authority (Streetwise) |
| 3. Product | Community Awareness |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 9 October 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The community awareness promotion opens on a teenage youth bursting into a room where two young girls are watching television. As they call to their father, the youth is shown running through a park, looking over his shoulder, and stopping himself abruptly at a busy road before continuing to run along a footpath. The scene returns to the room where the father asks the youth “Are you looking for someone?” but the youth appears distressed and only able to point outside. The youth is then shown climbing a fence and falling into a swimming pool. Back in the room, the youth sees another man enter and rushes out, apparently pursued by the man who is shown to have evil eyes. When he arrives at another busy road, the youth stops, looks both ways, and proceeds to walk at normal pace across a pedestrian crossing, with the man following him also walking normally as an announcer says: “The road’s a dangerous place. So stop. Get Streetwise.” Once across the road, the boy starts running again, with the man in pursuit.

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

“... it wasn’t until the end of the commercial that you guessed the meaning ...I personally found this to be scary, let alone if children were to watch it ... a very disturbing commercial.”

“The nature of the ad (a sinister middle aged man chasing a petrified child) has the potential to affect the mental wellbeing 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 determined that the material within this community awareness advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.

The Board noted in passing the advertiser’s advice that it had ‘restricted the showing of the commercial from early afternoon children’s viewing time and concentrated the schedule to a slightly later time slot to reach young teenagers most effectively.’