



CASE REPORT

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| 1. Complaint reference number | 27/00 |
| 2. Advertiser | Energex Ltd |
| 3. Product | Community Awareness |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement consists of a man saying ‘Storms can cause a lot of damage ... they often bring down power lines ... and fallen power lines can kill ... if you see a fallen power line this storm season, stay away ... call the Energex emergency line ... because a fallen power line can be repaired ... it’s not so easy to fix people who touch them’. The advertisement concludes with the sound of an ambulance siren in the background.

THE COMPLAINT

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

“Whilst driving on the weekend I heard this radio advert, looked around for a short time, then realised it was on the radio. I consider the ad to be hazardous because of this typical scenario breaking driver concentration unnecessarily.”

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 recognised that the sound of the ambulance siren could well be mistaken for a real ambulance by a driver of a vehicle hearing the advertisement on radio. It was, however, noted that the sound only occurred for a brief period of time and did not last for the full duration of the advertisement. Under these circumstances, the Board determined that the advertisement did not contravene prevailing community standards on safety and, accordingly dismissed the complaint.