



## CASE REPORT

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| 1. Complaint reference number | 272/00  |
| 2. Advertiser                 | WA Department of Transport, Office of Road Safety (Tricycles)   |
| 3. Product                    | Community Awareness   |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Violence Other – section 2.2<br>Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 17 October 2000  |
| 7. DETERMINATION              | Dismissed   |

## DESCRIPTION OF THE ADVERTISEMENT

The television advertisement, set to a ditty sung by children, portrays crash-helmeted children riding tricycles along the paved drive of a house. One child, a boy, rides onto the street between two parked cars and into the path of a car approaching at speed. There is a loud screech as the car brakes, a shot of another child looking on in horror and a shot of the now stationary car, dust billowing around it. The boy's tricycle is seen mangled underneath the wheels of the car. The camera pans to the distraught face of the driver of the car. A voiceover says: 'You can't always control what happens on the road, but you can control your speed. Ten kilometres an hour can make a big difference.' The advertisement concludes with text: 'A little speed makes a big difference.'

## THE COMPLAINT

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

*'As an adult I am impressed with the ad's hard hitting message, but as a parent of a toddler I am dismayed that this ad is being aired in timeslots bound to be seen by young children.'*

*'The jingle, which is played with the ad, makes it attractive to children as they think it is something for them to watch. Only to find at the end that it has a very unhappy ending.'*

*'I feel this ad brings undue torment and painful reminders to those trying to recover from such devastation.'*

*'Because of this ad I can't watch my TV anymore as I find it too upsetting.'*

## THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement, while confronting, did not breach the Code on any ground and, accordingly, dismissed the complaint.

The Board noted in passing that the advertiser had voluntarily withdrawn the advertisement from broadcast during the day, and commended the advertiser for its action.