



CASE REPORT

1. Complaint reference number	295/00
2. Advertiser	South Pacific Tyres (Dunlop Tyres)
3. Product	Hardware/machinery
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, 17 October 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a man and a woman fastening two children into the rear seats of a car. They sit in the front seats, a ‘Stand Clear’ announcement is heard and a set of floodlights turned on. Shots of the man driving the car at speed towards the lights are interspersed with shots of the faces of the occupants. A chequered wall appears as the car draws closer. There is a sound of squealing/screeching as the man brakes and stops the car safely. A close-up of the car’s (Dunlop) tyre is shown. The woman places her hand on the man’s shoulder and he smiles. Another car, containing dummies, drives alongside and collides with the wall. Smiling, the family walks away from the vehicle with an inspector. A voiceover says, ‘Don’t test the wrong tyres on your family. Stick with Dunlop.’ The advertisement concludes with the advertiser’s logo and text, ‘Stick with Dunlop’.

THE COMPLAINT

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

‘I feel this gives the message of unsafe driver behaviour and subjecting passengers to risk.’

‘I fear that some inexperienced driver will see that and assume that he or she can emulate the feat.’

‘This advertisement is sick. It is NOT ok to terrorise women and children, or other men for that matter, for any reason at all.’

*‘I am disturbed by the message which this advertisement sends. It says in effect that emotional pleasure can **and should be** derived from great recklessness.’*

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, while appreciating the points of view expressed by complainants, felt that the scenario portrayed within the advertisement was clearly fictitious and that the advertisement did not contravene prevailing community standards on Health & Safety. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.