



CASE REPORT

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| 1. Complaint reference number | 328/06 |
| 2. Advertiser | Suncorp Ltd (GIO) |
| 3. Product | Insurance |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 12 September 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a family loading up a box trailer as if they are moving house. The family gets into the car which reverses down the driveway and the young boy farewells “Bye bye house”. The car then enters the driveway of the house next door as the father announces “We’re here”. A voiceover explains “GIO gives you up to 12 months similar accommodation if your home is damaged, and a six-year guarantee on authorised repairs. As the family exits the car, we see the house next door is identical to their own which they just left.

THE COMPLAINT

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

I find the advert diminishes the importance of road safety and the need for road worthy vehicles as when the vehicle turns into the neighbouring driveway it appears no INDICATOR is used to signal the turn and when the vehicle stops it appears the BRAKE LIGHTS on the trailer do not operate.

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

This television commercial was not specifically designed to communicate car safety. This being said, we do take every care to ensure all details are represented in a correct manner and that we comply with all relevant standards.

We have reviewed the television commercial to address the two concerns raised. We are now in the process of rectifying the visual presentation through post-production techniques to portray the correct actions of the driver. New material will be dispatched to television stations by Friday 18th August 2006.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainant’s concern that the advertisement depicted unsafe driving – namely failure to indicate and braking lights that do not work. The Board also noted the advertiser’s response that it would be rectifying the advertisement to portray correct driving practices.

The Board considered the advertisement in its unmodified state. The Board noted that the car was driving at very low speed between houses that were next door to each other and that there was no visible traffic on the road or pedestrians using the footpaths. The Board noted that the image of

concern to the complainant was a minor part of the advertisement. The Board considered that it was good practice for the advertiser to modify the advertisement but the Board considered that the current version of the advertisement did not depict material that contravened public health and safety.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.