



CASE REPORT

1. Complaint reference number	332/01
2. Advertiser	Queensland Transport ('Catherine')
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 11 December 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement portrays a woman and child in a car park, making their way to a car when a shopping bag breaks and a carton of broken eggs is the result. The scene changes to a music store where two young girls are enjoying a CD. An additional change of scene shows cars pulling in and out of playing fields, with a youth saying goodbye to soccer mates as they are collected. At the shopping car park, the woman is shown putting her purchases in the car and then helping her young child retrieve dropped crayons. The two girls at the music shop are now laughing and talking with some schoolboys, while the youth, now alone at the soccer field, throws rocks at a ball. The woman is shown driving, checking her watch while the speedometer rises past 70 kph in a 60 kph zone, with the child asking her to look at a drawing he has done for her. As her attention returns to the road, she screams and braces for an impact. One of the two girls from the music shop witnesses the accident and starts running towards the scene as it fades to black. Fading up again, the accident scene shows the second girl lying on the road while police question the woman driver. After an ambulance officer covers the girl's body with a sheet, the sobbing woman sees her young child being taken away by a police officer. The advertisement concludes with logos of the Queensland Police Service and Queensland Transport, and a caption, 'Every K Over Is A Killer'.

THE COMPLAINT

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

'The ad in itself was fine for adults, but I think it does go too far My 11 year old daughter saw it and was horrified and ended up in tears.'

'This sort of ad should target adults as we are the ones driving. I just don't agree with my three-and-a-half year old daughter being scared and shocked.'

'There are graphic scenes of distress by the mother and the witnesses and there is a lot of blood depicted. I do not think is necessary and that the message to 'Slow Down' could be given in a more appropriate manner.'

'I understand the need for the ad to shock to get through to some people. It's not the ad itself, but the times in which it is shown. It is shown all through the day, the time I have especially seen it is around lunchtime. I have very young children who shouldn't to be exposed to that, as they do not understand. If the ad were shown after an appropriate time, I wouldn't have a problem.'

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 acknowledging that the advertisement was graphic and appreciating the concerns

expressed by complainants, was of the view that the importance of messages attempting to reduce road fatalities was paramount.

The Board determined that the material within the advertisement did not contravene the Code in its portrayal of violence, and that it did not breach the Code on any other ground.

Accordingly, the Board dismissed the complaint.