



CASE REPORT

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| 1. Complaint reference number | 341/01 |
| 2. Advertiser | United Distillers & Vintners (Aust) UDL |
| 3. Product | Alcohol |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Health and safety – section 2.6
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 12 February 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENTS

The radio advertisements considered by the Board featured ‘an important summer safety message from Trevor Marmalade’, with a typical script reading: ‘When parked in the searing summer sun, a car’s interior can rise to a staggering 60 degrees Celsius within just 15 minutes, and within 30 minutes temperatures within the passenger cell can rise to an oven-like 100 degrees. So please, whatever else you do this summer, never ever leave your UDLs unattended in such extreme conditions.’

THE COMPLAINT

Comments which the complainants made regarding these advertisements included the following:

‘I find this so offensive as it is using the fact that idiots of this world leave babies and children locked in parked cars, to sell UDL and I refuse to live in a world where these tragedies help to sell alcohol.’

‘I find that it is offensive to take such a serious topic and make light of it by basically equating a child’s life to a can of drink!!’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that these advertisements did not constitute a breach of the Code’s health and safety provisions.

Further determining that the material within the advertisements did not contravene any other provision of the Code, the Board, accordingly, dismissed the complaint.