



CASE REPORT

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| 1. Complaint reference number | 373/00 |
| 2. Advertiser | Roads & Traffic Authority |
| 3. Product | Community Awareness |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 13 February 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement, set to a vocal rendition of the song, ‘Summer Holiday’, portrays a family preparing for a trip by packing the boot of a car while a boy left of screen says to camera, ‘This is my summer holiday. As you can see, we’re really organised.’ The father buckles a younger boy into a child’s seat and the action comprises interspersed shots of the foursome and the country from within the car. The child is seen, with a soft-toy tiger, yawning, sneezing and smiling happily while the older boy tilts back his head to eat a long, thin confection. A crash occurs, pictured from within the car, the sound track stops and the child’s immobile face is seen through the car window. The advertisement concludes with text, ‘Last year two people died every day of the holidays. Take extra care these holidays’, and the advertiser’s logo.

THE COMPLAINT

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

‘My concerns are that the timeslot during which this was launched was when my children were viewing and as a family, we were upset and horrified by the depicted footage.’

‘I believe the advertisement is not only brutal and traumatic but is going to the extreme when advertising for road safety over the Christmas Holidays.’

‘Our society does not condone the public display of accident victims, particularly children.’

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 images portrayed within the advertisement were disturbing, noted that the advertisement was rated ‘PG’. The Board took the view that of overriding importance was the safety message being conveyed to the community at large. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.