



CASE REPORT

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| 1. Complaint reference number | 39/07 |
| 2. Advertiser | Suncorp |
| 3. Product | Insurance |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 13 February 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a shot of a young male surfer driving on a sandy track to a beach, then along the shoreline while a voiceover describes "the all new Bob's 2001 Hilux. Suncorp edition." The voiceover details insurance repair work which has been done to the vehicle including "fully replaced bull bar, new front headlight and blinker assembly, all new paint and pin striping on the right hand front guard". Shots are shown of the vehicle driving in sand and waves with the driver obviously pleased with his "new" vehicle. The voiceover concludes "Suncorp comprehensive car insurance gets your car back on the road...as good as new with repairs guaranteed for life".

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

...the likelihood of copycat, dangerous driving, behaviours. We would hope that most people are sensible enough to wear seat belts and stay below speed limits. I would add that copying dangerous driving they may see on TV adds will also contribute to unsafe or even dangerous driving on our beaches.

THE ADVERTISER'S RESPONSE

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

Beach driving when conducted safely by experienced 4WD enthusiasts is not a dangerous or illegal activity.

Careful consideration to all aspects of health and safety were taken into account in developing and producing the advertisement.

There is nothing within the content of the advertisement that is inconsistent with prevailing community standards on health and safety.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Board then considered whether the advertisement breached Section 2.6 of the code dealing with health and safety.

The Board considered the nature of the driving depicted in the commercial. The Board noted that the

vehicle was a four wheel drive and that depictions of off-road driving in such a vehicle were acceptable. The Board agreed that there was no obviously dangerous driving featured in the advertisement and hence did not breach community standards of health and safety.

The Board also noted that the advertisement was for insurance rather than for a motor vehicle and hence the advertisement was not required to be considered under the FCAI Code of Practice for Motor Vehicle Advertising.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.