



## **CASE REPORT**

1. Complaint reference number	416/99
2. Advertiser	Western Australia Transport Road Safety
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 8 February 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts a scene of two men in a bar drinking beer as they discuss their plans for the night. One says ‘Oh, I thought I might have a few more here first, catch up with Tugger and the boys and then cruise around to Muzzer’s. But, of course, I’ll have a few too many and have to take the backstreets home – you know, avoid the booze buses’. He then continues to describe his plans in a nonchalant manner, as the scene is interspersed with shots of various events as he describes them ‘And on the way, I’ll clip a motor bike and drag him under my car. He’ll have massive internal injuries and horrific scarring. His life will be hanging by a thread. I’ll be breathalysed – don’t worry about that – spend the night in jail facing possible manslaughter charges. Ultimately, I’ll be so racked with guilt my life will end up in the toilet ... So that’s my night’. The other man says ‘Sweet ... sounds good’. The advertisement concludes with the superimposed words and voiceover ‘Some hangovers last a lifetime. Don’t drink and drive’.

## **THE COMPLAINT**

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

*“How dare they sit at a bar and snigger at drink driving. The ad comes across as sarcastic and offensive.”*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the scene depicted in the advertisement did not offend prevailing community views and standards, instead noting that it endeavoured to attract attention to an important community message by presenting it in an unorthodox manner. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.