



CASE REPORT

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| 1. Complaint reference number | 453/03 |
| 2. Advertiser | Ultra Tune |
| 3. Product | Other |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 17 February 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts the general manager of Ultra Tune speaking about Ultra Tune's special holiday service and safety check for vehicles that will help make family holidays more safe. In the background are various filmed images of a family on a beach holiday including children playing in the water on floating devices and surfing toys.

THE COMPLAINT

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

“Currents change so quickly and young children are not physically or mentally equipped to handle emergency situations.”

THE ADVERTISER'S RESPONSE

No advertiser response had been received at the time of this determination.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted that there was nothing in the advertisement to insinuate that the children were unsupervised and noted that they were in fact being videoed.

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.