



CASE REPORT

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| 1. Complaint reference number | 486/06 |
| 2. Advertiser | Big Kart Track |
| 3. Product | Leisure & Sport |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 12 December 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement for a go-kart track portrays a green speedo highlighting speed from 20 – 70kph and a cartoon logo of a go-kart and driver flanked by chequered racing flags. The words “Every K is a Thriller” also appear on the billboard.

THE COMPLAINT

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

...blatantly declares in huge bold print "SPEED THRILLS!" In the light of the disastrous road toll and the police department trying at all times to convey the real message SPEED KILLS.

THE ADVERTISER’S RESPONSE

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

The sign does not state that speed thrills, we want to relay the message to the public that speed can be thrilling in a secure and safely supervised environment and that speed does not mean 200km/hr. You can get a thrill out of 1km/hr on our track in a go-kart, as you can see on the tachometer the indicator does not go higher than 60km/hr.

When we say "every k is a thriller" on our billboard, we do want the reader to think in the back of their minds that : every k OVER is a KILLER. So in effect we are helping the good message that the Police force is sending out in the world to be reinforced.

We had a horrendous accident on the Sunshine Coast last weekend involving 4 young kids and understand the emotional outburst from (the complainant), but in no way can our advertising be linked in any way what so ever to these unfortunate events. On the contrary, Big Kart Track has been and always will be on the forefront of spreading the message of being responsible when it comes to motor sports and speed!

THE DETERMINATION

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

The Board viewed the advertisement and considered whether the advertisement breached Section 2.6 concerned with community standards of health and safety. The Board considered the comments of the complainant that implied that the advertisement would encourage speeding or unsafe driving on public roads.

The Board took the view that the advertisement was clearly for a go-kart track which allows speed in a controlled environment and hence to advertise the 'thrilling' nature of speed in such an environment was acceptable. The Board agreed that given the advertisement was for a go-kart track, it was unlikely to increase the likelihood of dangerous driving on public roads.

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