



## **CASE REPORT**

1. Complaint reference number	52/99
2. Advertiser	Roads and Traffic Authority
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 9 March 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement opens on a man sobbing. He is filmed from the upside down and he looks over at a woman next to him. The advertisement then shows that the man and woman are inside a motor car that has turned over on the road. There is a graphic shot of the woman, post accident, who appears to be dead. The advertisement then shows the accident as if reverse, the two people in the motor car being tossed about as the car rolls then corrects. The two occupants shown to be perfectly alright. The man (driving) is pulled over for speeding. A police officer is shown writing out a ticket. A male voiceover says, 'Right now there are more police using speed cameras and radars. Speed and you'll probably be stopped...not dead.' The visuals are followed by a shot of the RTA logo and the words, 'Police now targeting speeding' are superimposed on the screen.

## **THE COMPLAINT**

Comments the complainant made regarding this advertisement included the following:

*'My complaint is that having lost a child in a horrific accident where the car rolled a number of times, I find this advertisement very upsetting especially in the fact that by the nature of the composition of the sequence of events, I get no pre-warning which might alert me to hurry and turn the television off...I think the RTA has gone too far with this sequence. I dispute the RTA's assertions that these advertisements are getting to the "right" people. No person will ever understand the real agony of motor vehicle accidents until they lose someone they love. In the meantime, we the shattered victims of the road carnage are being endlessly disadvantaged by the subjection over and over again of this advertisement...constantly reminding us of the horror and pain that has changed our lives for the worse.'*

## **THE DETERMINATION**

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

The Board appreciated the personal tragedy and personal concerns of the complainant. However, it determined that the advertisement should be viewed in the context of its message as a whole and as providing an important public service designed to prevent similar tragedies. Viewed in this light, the Board determined that the advertisement did not breach the Code. The Board dismissed the complaint.