



## **CASE REPORT**

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|-------------------------------|---------------------------------|
| 1. Complaint reference number | 61/00                           |
| 2. Advertiser                 | Budget Eyewear Aust Pty Ltd     |
| 3. Product                    | Professional Services           |
| 4. Type of advertisement      | TV                              |
| 5. Nature of complaint        | Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 14 March 2000          |
| 7. DETERMINATION              | Dismissed                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement commences with a scene of a man and woman getting into an open topped convertible motor car. As the man sits in the driver's seat, he puts on a pair of sunglasses, starts the engine and prepares to drive away. As the scene changes slightly to show the car being driven away, the sounds of screeching brakes and a collision are heard. Voiceover says 'Seeing well is as important as looking good. Pick up your free pair of prescription sunglasses with all complete spectacle purchases over \$120. Budget Eyewear'.

## **THE COMPLAINT**

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

*"... he does not attempt to put a seat belt on before driving off. I fully appreciate that it is an advert and he only drove a short distance. Even so the message is plain and against the law."*

## **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 advertisement did not contain material that contravened prevailing community standards on safety, noting the advertiser's advice that the man was wearing a seatbelt as he drove off although this may not have been evident as a result of the change in camera angle. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.