



CASE REPORT

1. Complaint reference number	70/05
2. Advertiser	Transport Accident Commission
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Violence Community Service advertising – section 2.2
6. Date of determination	Tuesday, 12 April 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement conveys a heated discussion between a husband and wife. The husband expresses his anger and guilt at driving into a young girl on the road. The wife tries to support her husband and deny that the husband has done anything wrong. The voiceover encourages drivers to “wipe off 5 km/h” when driving.

THE COMPLAINT

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

“Man shouts in loud aggressive tone to wife, the tone is violent and distressing to myself and my child.”

THE ADVERTISER’S RESPONSE

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

“The strength of this execution comes from the stress and tension that the crash has placed on the family.”

“Years of research show that road safety messages are more likely to impact drivers’ attitudes and behaviours when the realistic portrayal of road trauma is utilised to communicate messages.”

THE DETERMINATION

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

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to violence.

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