



CASE REPORT

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| 1. Complaint reference number | 77/99 |
| 2. Advertiser | Roads and Traffic Authority |
| 3. Product | Community Awareness |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Causes alarm and distress to children |
| 6. Date of determination | Tuesday, 9 March 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

15 second version

A car is shown travelling along a road (point of view of driver). The words, 'You wouldn't watch this for two hours' are superimposed on the screen.

45 second version

A car is shown travelling along a road (point of view of driver). The camera then moves back to show two adults sitting on a couch watching the same road scene on their television screen. They look bored. A voiceover says, 'You wouldn't watch this for two hours at home without your mind wandering off.' The next sequence shows the same couple driving along the road looking bored. The voiceover continues, 'So why try it on the road?' The advertisement then shows an oncoming car in the distance and then reveals that the occupants of the oncoming car are a family with two young kids in the back seat. The driver of the original car is shown looking bored and not concentrating. As the original car drifts across the road the advertisement shows the family car coming straight at the camera. The advertisement then shows the terrified expressions of the couple in the original car and the driver trying to regain control. The advertisement then shows the interior of the family car where the driver is unable to avoid the crash. The advertisement shows the family bracing for a crash and the sound of the crash. The words, 'More than two hours gets deadly boring' are superimposed on the screen. There is then a post crash scene with the wreckage of two cars shown on the road and then a close up of a child sitting along in a car seat looking frightened and dazed. The advertisement concludes with a voiceover and the simultaneous superimposition of the words on the screen, 'Every two hours, Stop. Revive. Survive.'

THE COMPLAINT

Comments the complainant made regarding the advertisement included the following:

'Our son is 3 and deaf. Our complaint is on his behalf...During the 3-30 pm time slot is the time of the day when my child is allowed to watch his favourite television shows. However being deaf means that unlike other children we cannot explain to him a lot of what he sees and it is taken literally. Over this Christmas period our son started having horrific nightmares and refused to get into the car...he was able to explain to us in sign language that "Mummy" "Crash" "Car" "Baby" "Die."I appreciate that at certain times of the day I have to vet his viewing until he is old enough to explain these things too, but do take offence at having to do so during the time period producers have ear marked as "children's television".'

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, while appreciating the complainant's personal point of view, determined that the advertisement did not constitute a breach of the Code and dismissed the complaint.

The Board, in reaching its decision, noted the following:

1. The advertiser's advice that two versions of this advertisement were developed namely a 15 second version and a 45 second version. The 15 second version shows no crash and was given a G (General) classification. The 45 second version shows a crash and post crash scene where an uninjured child is seen in the wreckage looking dazed and alone. This version was given a 'P' (Parental Guidance Recommended) classification.

2. The advertiser had gone to some lengths to confirm that the 45 second version had never appeared during children's television hours or prior to 7.30 pm .