



CASE REPORT

1. Complaint reference number	78/99
2. Advertiser	Queensland Transport
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 April 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a little boy playing with a glider/toy plane. At one point the plane lands in the street and the little boy runs into the street to retrieve it. A car, travelling down the same street, screeches to a halt just in time, missing the boy. The advertisement then shows the same car as if it had not stopped. The car is shown moving forward and then as if passing through the boy until it comes to a halt some metres down the street. A voiceover says, ‘ a car travelling at 50 km per hour will stop 12 to 16 metres before one travelling at 60 which can make all the difference. From March 1 you must not exceed 50 km on local streets ...so now the law says, “Slow down to 50...”’

THE COMPLAINT

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

‘...The (advertisement) the ad shows a car passing through the boy, as it would have if it had been travelling at a faster speed...As parents of a 3 year old boy, we believe that children would see this ad and think that it is okay to run in front (sic) of cars, as they just go straight through them anyway and wont (sic) get hurt.’

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 determined that the advertisement, viewed in the context of its message as a whole did not depict material contrary to prevailing community standards on health and safety and did not breach the Code. The Board dismissed the complaint.