



## **CASE REPORT**

1. Complaint reference number	92/00
2. Advertiser	Transport Accident Commission
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 11 April 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement portrays a group of men drinking and conversing in an hotel public bar. When they are ready to leave, the discussion turns to the means by which they will travel home. – One of the group ignores the suggestion that he call a cab, replying that he lives ‘just around the corner’. As he drives, an elderly couple and their dog step from the footpath alongside a parked car. He collides with the vehicle and the couple, who lie bloody and inert on the road. He alights from his car and surveys the scene in shock, while the dog whimpers. The man is then shown in prison, having received a sentence of ‘five years with a three year minimum’. The advertisement concludes with the caption, ‘If you drink, then drive, you’re a bloody idiot.’

## **THE COMPLAINT**

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

*‘I know the advertisements are an aid to lower the road toll but my belief is these are far to (sic) graphic and disturbing to the general viewer.’*

*‘..... family people like myself do not wish to see advertising in this type of graphic detail .....’*

## **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 depiction of violence within the advertisement was not inappropriate given that it had received an M rating and was restricted to being broadcast within the relevant time classification zones. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.