



CASE REPORT

1. Complaint reference number	92/05
2. Advertiser	Road Safety Task Force Tasmania (What's Your Plan?)
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 12 April 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement is set in an interview format. The people who are questioned are asked about the plans they have in place if they intend on drinking. Those being interviewed discuss organising designated drivers and organising somewhere to spend the night. The voiceover states at the end of the advertisement that: “the best way to keep out of strife when drinking is to plan ahead, what’s your plan?”.

THE COMPLAINT

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

“... the bulk of the advertisement shows a number of people being interviewed, with nearly all emphasizing how they go out and drink to excess ... my objection is that this advertisement ... is wrong to show excess drinking as acceptable and to be encouraged.”

THE ADVERTISER’S RESPONSE

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

“No one in the TVC is depicted as being intoxicated.”

“... What’s Your Plan TVC depicts young people in everyday situations discussing how they approach in a mature and responsible manner an important community health issue and avoid becoming part of a disturbing national statistic.”

THE DETERMINATION

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

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

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