A Content Analysis of Australian Motor Vehicle Advertising

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Mary Sheehan, Dale Steinhardt, Cynthia Schonfeld
Centre for Accident Research & Road Safety – Queensland

Queensland Government
Queensland Transport

June 2006

DOCUMENT RETRIEVAL INFORMATION

Author(s)

Sheehan, Mary; Steinhardt, Dale; Schonfeld, Cynthia.

Organisation that prepared this document

Centre for Accident Research & Road Safety
School of Psychology and Counselling, Faculty of
Health, Queensland University of Technology, Beams
Road, Carseldine, Qld 4034.

Abstract

Using the content analysis methodology, the project aimed to identify and evaluate any changes in the themes and driving practices depicted in Australian vehicle advertising before and after the introduction of the Federal Chamber of Automotive Industries (FCAI) Voluntary Code of Practice for Advertising for Motor Vehicles in 2002.

This study was funded jointly by the ATSB and Queensland Transport.

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February 2006

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Executive Summary

- The 'Advertising for Motor Vehicles Voluntary Code of Practice' (herein referred to as 'the Code') was introduced by the Federal Chamber of Automotive Industries (FCAI) to govern the content of motor vehicle advertisements.

- The Code applied to new advertisements from the 8th of August 2002 and all advertisements from 1st of December 2002. The Code provides guidance to advertisers on themes and driving practices appropriate to depict in motor vehicle advertising. A revised version of the Code has since been developed and presented to the Ministers of the Australian Transport Council, coming into effect on the 1st of July, 2004.

- The current project, coordinated by CARRS-Q in consultation with the Australian Transport Safety Bureau and Queensland Transport, aimed to evaluate the effectiveness of the Australian code and its subsequent revision in regulating the content of motor vehicle advertising.

- The study examined and compared advertisements

  a) Prior to the Code's introduction (Pre-code)

  b) After the Code's introduction (Post-code)

  c) After the 2004 revision (Post-revision)

- The content analysis coding framework was adapted from Ferguson, Hardy, & Williams (2003) study which had analysed U.S. TV advertisements for cars and minivans broadcast in 1988, 1993 and 1998. Some adjustments were made to make the sub-themes more relevant to Australia.

- Three trained coders analysed a set of 444 advertisements broadcast on Australian TV between 1999 and 2004

- The most encouraging result was that the occurrence of the primary themes of Performance and Exciting/Fun to drive, both of which have sub-themes which could be interpreted as encouraging unsafe driving, have diminished significantly since the code was introduced.

- Performance themes are still highly represented across all time periods, but showed a marked decrease since the revision of the Code in July 2004.

- Acceleration, Speed and Traction themes did not increase in occurrence over the period reviewed, though the Power performance sub-theme did increase.

- Themes relating to general driving safety are represented in a very low proportion of advertisements.

- A gradual increase has occurred in the specific safety features such as Airbags and ABS since the Code's introduction and revision.

- 'Personal Experience' and 'Performance Experience' themes, related to the thrill or pleasure of driving, decreased.

- Incentives/Sales themes, related to discounts and additional feature offers, increased gradually and significantly across all three time periods. This may represent a movement away from other previously mentioned driving-based presentation methods.

- The researchers also compared the messages identified in the content analysis of a selection of advertisements with those perceived by males aged 18-25 by asking groups of young people to report on messages they perceived.

- This was assessed through showing groups of young people a sample of the advertisements that had been used in the main project, and asking them to report what messages they perceived in the advertisements. Advertisements chosen were two advertisements with strong safety themes, two with strong performance themes and three advertisements with no particular emphasis.

- There was a high level of agreement between the coders and test groups regarding the perceptions of primary and secondary themes.

Acknowledgments

A Content Analysis of Australian Motor Vehicle Advertising: Effects of the 2002 Voluntary Code on Restricting the Use of Unsafe Driving Themes

Part A – Literature Review:

The 'Advertising for Motor Vehicles Voluntary Code of Practice' (herein referred to as 'the Code') (Federal Chamber of Automotive Industries, 2002) was introduced by the Federal Chamber of Automotive Industries (FCAI) to govern the content of motor vehicle advertisements. The code applied to new advertisements from the 8th of August 2002 and all advertisements from 1st of December 2002. The Code provides guidance to advertisers on themes and driving practices appropriate to depict in motor vehicle advertising. A revised version of the Code has since been developed and presented to the Ministers of the Australian Transport Council, coming into effect on the 1st of July, 2004 (Federal Chamber of Automotive Industries, 2004). The current project, coordinated by CARRS-Q in consultation with the Australian Transport Safety Bureau and Queensland Transport, aims to evaluate the effectiveness of the Australian code and its subsequent revision in regulating the content of motor vehicle advertising in this country.

1   The potential impact of advertising

1.1   The automotive industry advertising budget

Recent indications from the United States suggest that vehicle manufacturers' media expenditure is reaching record levels, as new competitors continue to increase their market share at the expense of established manufacturers like Ford and General Motors (Greenberg, 2003). Expenditure by motor vehicle companies both in Australia and globally indicates that a significant amount of money and resources is spent on advertising. Ford's global 2003 budget for advertising alone was reported as being US$2.7 billion (Ford Motor Company, 2003). Similarly large advertising budgets are reported by General Motors Holden, with advertising expenses averaging US$4.4 billion annually from 2001 to 2003. To put this latter figure in perspective, research and development expense averaged US$5.9 billion annually in the same time period (General Motors Corporation, 2003). Honda has also recently spent US$80 million in a single campaign to launch two new vehicles (Halliday, 2000). These figures suggest that motor vehicle advertisers have considerable resources and potential to deliver their messages to consumers.

1.2   Theories of advertising

Several ways in which advertising acts to shape social behaviour have been suggested. Advertising has been conceptualised as both a dominant medium capable of controlling and forming people's attitudes and choices, and as an influence that is effective only when it is tapping into existing predispositions to strengthen intentions to perform certain behaviours (Sandage, Fryburger, & Rotzoll, 1979). The Perception/Experience/Memory model of advertising postulates that perceptions formed through prior experience can be reaffirmed by an advertisement, as well as changed or reversed entirely due to the subjective interpretations gleaned from the advertisement (Hall, 2002). Indeed, advertising can alter perceptions to the extent that previously experienced bitter-tasting orange juice can be remembered as having a quality, refreshing taste (Braun, 1999).

It is debatable whether advertising is indeed capable of manipulating the culture of a society as a "monolithic" entity, or if it is merely reflecting thoughts and perceptions already present (cp Holbrook, 1987; Pollay, 1986). Pollay (1986) favours advertising as a manipulative agent, but recognizes that it still reflects the current climate of society, albeit in a distorted fashion. An analysis of the stereotypical portrayals of elderly people in advertising has shown that the stereotypes tended to reflect social changes rather than appearing to actively alter societal viewpoints (Miller, Leyell, & Mazachek, 2004).

Marketing theory has for several years recognised the importance of reconfiguring advertising appeals to more appropriately suit the target culture (Moon & Chan, 2005).

Advertising is suggested to work at multiple levels, impacting on social interaction, family structure, personal perceptions and targeted consumer-related outcomes (Buijzen & Valkenburg, 2003; Pollay, 1986). Thus, advertising may have a dual influence in that although it may help to contribute to a higher-level culture in society, it can also reinforce specific behaviours at an individual level.

These dual paths of influence are particularly relevant to behaviours in the road safety field where the influences of peers, social groups and the media have been noted as important. The behaviour of peers has been shown to have an influence on general antisocial behaviours of adolescents such as delinquency (Elliott & Menard, 1996) and alcohol use (Bray, Adams, Getz, & McQueen, 2003); as well as specific road safety risk behaviours, such as the incidence of drink driving (Brown, 1998; Gibbons, Lane, Gerrard, Pomery, & Lautrup, 2002), display of 'risky driving' (Fergusson, Swain-Campbell, & Horwood, 2003), and rate of traffic accidents (Beirness, 1996, as cited in Tasca, 2000).

At a theoretical level, the combined effects of experience, affect and cognition are hypothesised to be the key intermediaries between advertising and consumer behaviour (Vakratsas & Ambler, 1999). This suggests that advertising works by influencing rational thought processes (cognition) and emotions attached to

products (affect) which collectively interact with past experience. Advertisers take advantage of these dual paths of influence depending on their target audience. Analysis of advertisements targeting younger audiences have been shown to rely more on actively engaging the consumer, while non-age-specific advertisements tend to use more linguistically complex terminology and evidence-based methods more appropriate to older consumers (Rovinelli & Whissell, 1998). Through such methods, advertising can shape perceptions to the degree that certain ways of acting and feeling are associated with a brand image. Baran and Blasko (1984) demonstrate how perceptions of the advertisement-based expected behaviour of others can be shaped by the car they drive or the toothpaste they use.

Products are typically presented in a format that aims to draw upon existing schemas of information surrounding the product, which can be used to elicit specific thoughts and feelings. By association, advertisers can place the product into a context of usage and emotion. In this way, the advertisement and subsequent label given to the product adds to the relevant conceptual model held by the consumer (Rosa, Porac, Runser-Spanjol, & Saxon, 1999).

1.3   Road safety campaigns and commercial advertising

The nature and effectiveness of public health advertising campaigns have been a focus of past research both generally and in the domain of road safety (Dann & Dann, 1998; Donovan, Jalleh, & Henley, 1999; Fry, 1996; Glendon & Cernecca, 2003; Griffeth & Rogers, 1976; Insurance Institute for Highway Safety, 2000; Robertson, 1976; Rossiter & Thornton, 2004; Tay, 2005; Tay & Watson, 2002). Extensive public health campaigns are cited as a key reason for the culture-shift that has occurred towards the condemnation of drink-driving behaviour in Australia (Danton, Done, Misselke, & Bacon, 2003).

However, it has only been recently that researchers have begun to look at these advertisements in the context of a larger commercial presence which may be working against the messages presented in the public health advertisements. Alcohol advertising research has even referred to public health advertisements as "counter-ads" to the themes presented by manufacturers in industry commercials (Agostinelli & Grube, 2002).

Some research has noted reasons as to why road safety public health campaigns have had varied success. A survey of New Zealand university students showed that approximately 40% of the sample reported breaking the posted speed limit regularly, but believe anti-speeding public health safety campaigns were not directed at them (Walton & McKeown, 2001). This group of speeders either correctly believed themselves to be driving at below-average speeds, but held exaggerated perceptions of average speed; or believed they drove slower than average but actually reported driving at higher speeds. As the authors note, public health campaigns need to be received by the intended audience before they can have an effect. If cognitive distortions such as that presented in this study prevent

reception, the effectiveness of the campaign is subsequently reduced (Walton & McKeown, 2001).

The use of fear-based campaigns may even work to encourage an "inoculation" of drivers so that they believe that because they have not been injured or killed on the road they are superior drivers (Job, 1990). The personal relevance of a message to the target audience can also determine whether the advertising is effective. An advertisement can be easily dismissed if it does not relate directly to one's own situation or presents its impact on factors which the individual does not consider important (LaTour & Rotfeld, 1997).

Another issue which needs to be taken into account is the relative exposure times of commercial versus public health advertisements. On television, motor vehicle advertisements far outnumber those broadcast for road safety purposes, reflecting in part the larger budgets available for commercial advertisements and the disproportionate number of organisations responsible for the advertisements. In Australia, for the 12 months preceding July 2005, approximately ten times more commercial car manufacturer advertisements were produced (not counting individual dealership advertisements) than road safety commercials (D. Boldeman, personal communication, July 18, 2005). It is likely that the salience of messages put forth by motor vehicle manufacturers is amplified by this relative number. In seeking better road safety outcomes it is worthwhile to guide the production of commercial campaigns as well as tailoring better road safety advertising campaigns (Dann & Dann, 1998).

Images used in advertisements aimed at the promotion of a product are more likely to be those which will be perceived as inherently positive. An advertisement aiming to discourage a behaviour on the other hand, as many road safety campaigns do, will be less likely to and may even become a target for deconstruction of the presented arguments (Shadel, Niaura, & Abrams, 2002). This is recognised by the Transport Accident Commission (TAC) in Victoria when they state that marketing for vehicles using unsafe themes has the potential to undermine the aims of road safety agencies (TAC, 2002).

A recent review of the effect of crash test advertisements showed that while the results of crash safety testing by organisations like the Insurance Institute for Highway Safety (IIHS) in the US predict vehicle safety (as measured by bodily injury insurance claims) and are made publicly available, consumers are likely to largely ignore the safety advice in their decision-making process (Pruitt & Hoffer, 2004). Burns (1999) provides a possible explanation for this finding by suggesting that consumers take it for granted that a vehicle manufacturer is already providing a sufficiently high level of safety in line with government safety requirements. Thus, there is justification for encouraging greater use of safety themes in vehicle advertising to increase their visibility and salience to consumers.

1.4   Alcohol and tobacco advertising and its regulation

Literature concerned with alcohol and tobacco advertising and its regulation provide examples of the potential impact of advertising on behaviour. In Australia, tobacco products have been banned from advertising in television and radio since 1976 and magazines or newspapers since 1989 (Quit, 1995). The following discussions of tobacco advertising make note of recent overseas studies examining cigarette advertising.

Cigarette advertising works in a number of ways to shape the public's opinions. Directly, it provides information about the product and its features to consumers. Indirectly however, it provides models of smoking behaviour which can initiate new behaviours and reinforce those that are pre-existing. Lastly, by making smoking apparent to the consumer, it facilitates interpersonal discussion about the topic (Wakefield, Flay, Nichter, & Giovino, 2003).

Pollay et al (1996) make a number of observations concerning the styles and impact of tobacco advertising. Cigarette advertising is suggested to particularly "influence young people's perceptions of the pervasiveness, image and function of smoking" (Pollay et al., 1996, p4) which all contribute to developing a culture around the product. Tobacco advertising has been particularly noted for the way in which it makes a link between feelings like freedom and autonomy and cigarettes, in a way that avoids any negative connotations of smoking. Advertising should not be conceptualised as an "independent influence or the sole influence" (Goldberg, 2003, p433) on consumer behaviour, as it is mediated and moderated by peers and other social influences. As Goldberg (2003) notes though, advertising is a key concern as it is more easily regulated in comparison to social interactions by peers. Pierce and Gilpin (1995) note that changes in the gender and age targets of cigarette advertising correspond well with increasing smoking initiation rates among the target groups. They also note the relative weakness of public health campaigns in terms of competing with commercial advertising to discourage smoking behaviour.

An example relevant to the current project can be found in the summary of changes in viewer perceptions resulting from a sizable increase in the number of alcohol advertisements shown in New Zealand in the early 90's. The direct link between the liking of alcohol advertisements and the quantity of alcohol consumed was shown to be a statistically significant, yet relatively minor association. The advertisements also had the potential to adjust attitudes about drinking which in turn related strongly to consumption levels. Again, the researchers noted that the effects of these advertisements should be considered in relation to their potential interaction with existing peer influences (Wyllie, Zhang, & Casswell, 1998).

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Alcohol use is significantly associated with favourable opinions of alcohol advertisements, ability to recall alcohol brand names and receptivity to the advertising (Unger, Schuster, Zogg, Dent, & Stacy, 2003). Recent research has acknowledged both the potential for alcohol advertisements to encourage drinking in adolescents, and for public health and individuals' own counter-arguments to negate this effect (Unger et al., 2003). The effectiveness and possibility of using counter-advertising has been highlighted recently by alcohol researchers. This research has identified the potential benefits of challenging those images presented in commercial advertising, though further refinement of the best way to do this is called for as an aim of future research (Agostinelli & Grube, 2002).

A review of the effect of tobacco marketing under an almost total advertising ban in Norway (advertisements are only allowed in imported print media) showed that even the small numbers of advertisements has impacted on the smoking intentions and behaviours of 13 to 15 year olds (Braverman & Aarø, 2004). It is suggested that minimal exposure can be sufficient to encourage those youth that are already interested in smoking to take up the behaviours. This study also highlights the importance of clear advertising codes which effectively restrict or remove all regulated media content.

A review of the effect of European alcohol advertising bans has shown that the most restrictive policies were most effective in maintaining lower rates of alcohol abuse as measured by the proportion of liver cirrhosis and motor vehicle fatalities in the population, and demand for alcohol (Saffer, 1991). In this context, care should be taken in estimating the proportion of change that is directly related to advertisements, given that this legislation would have occurred together as part of a larger program of interventions.

A content analysis of televised alcohol advertisements in Brazil, where minimal advertising regulation is present, identified that the main content of advertisements involved potentially negative themes such as alcohol as a stress reliever and conformity to take part in drinking (Pinsky & Silva, 1999). Virtually none of the advertisements were coded as presenting information or scenes encouraging drinking in moderation, while approximately 7% of advertisements were rated by the two coders to include "abusive drinking" (Pinsky & Silva, 1999).

1.5   Road safety outcomes of advertising

As Redshaw (2001) notes, though one's driving behaviour is an individual decision, this occurs in the context of a larger driving culture. Images and concepts surrounding the car and driving are constantly presented to people from their earliest childhood years, contributing to what has been referred to as "media styled norms of behaviour" (p.176) which subsume other normative pressures (Stokes & Hallet, 1992). As an example, one reason cited for the relatively small road safety impact of driver education is its minor influence on driving behaviour

in comparison to the wide range of other factors (Mayhew & Simpson, 2002). The present research raises the question as to whether advertising can contribute to a broad driving culture that glorifies speed and dangerous driving.

Leiss, Kline, & Jhally (1990) point to the changes whereby vehicles are represented less as a product and more as a marker for social status and group membership. The car serves more than its utility as a mode of transport, and invokes emotional and psychological attachments in the owner (Fraine, 2003). Steg (2005) breaks this attachment to the vehicle into the groupings of instrumental (usefulness to achieve aims) and symbolic-affective (expressing a self through the vehicle). Though motor vehicle advertising certainly highlights both instrumental and symbolic attributes of vehicles, it is the desire to express one's self through the vehicle that has been linked to dangerous driving practices (Møller, 2004; Styles, Imberger, & Catchpole, 2004).

A 1988 review of the road safety effects of motorcycle advertising in Quebec, Canada, highlights a number of important issues (Bachand, 1988). A combined sample of 150 magazine and television advertisements identified the four major theme groupings present, namely: quest and seduction, speed and performance, escape and dreams, and clannishness and technical expertise. The common thread within these themes is that although they do not explicitly encourage consumers to break traffic regulations, they do present themes and images representative of behavioural excess and risk-taking as defining features (Bachand, 1988). For example, specific campaigns present the bikes as race-bred, performance machines which are 'threatening' on the road and can call on high levels of speed and power. Others mention that the bike will make a rider the "king of the road" (Bachand, 1988, p304).

Risky driving has been succinctly referred to as "a broader set of unsafe driving (including) drinking and driving and driving without wearing a seat belt and excludes behaviours such as horn honking or making abusive gestures" (Tasca, 2000, p14). The viewing of scenes which depict risky driving has been suggested to cause a number of negative side-effects including imitation of the unsafe driving, strengthening of associations between abnormal or dangerous driving and neutral or positive outcomes, and reduction in the perceived immediacy and probability of being apprehended by external parties (reduced negative reinforcement) (Atkin, 1989). It can be reasonably assumed then that controlling the display of such depictions in advertising will work to reduce one of the paths of influence to these side effects.

Particular focus should be given to young drivers, who are overrepresented in serious and fatal crashes. Research has shown that young drivers, and particularly males, tend to be attentive to speed themes shown in advertisements. An Australian study by Chapman and Blows (2003) showed that the speed and performance themes of motor vehicle advertisements are able to be clearly transferred to groups of 18-35 year-old drivers. The researchers showed the

sample of young drivers a subset of 26 motor vehicle advertisements that were thought to use themes promoting speed. The theme of speed was identified readily by the participants, suggesting the vehicle performance messages are being received by this population group (Chapman & Blows, 2003). Results from a driving survey given to 88 Canadian novice drivers also showed that the only question on which a significant gender difference was found was "It is important to have a car that is powerful and fast" (Tilleczek, 2004). Young drivers have also been reported as being more likely than older drivers to value the symbolic benefits of their vehicles and driving (Steg, 2005). This study defined the symbolic nature of the vehicle as greater agreement with statements such as "The car gives me power in traffic" and "Driving is sporty and adventurous." A study by the UK Automobile Association in 1992 found that although most teenagers did not consider themselves to be the target of motor vehicle advertisements, young males in particular took note of depictions of speed and danger (Automobile Association, 1992).

2.   History and development of advertising codes

2.1   International codes

Several international jurisdictions have established advertising codes in response to concerns with the messages being conveyed in motor vehicle advertising. Specific codes regulating road safety content of the advertisements are currently in operation in some mainland European countries, the United Kingdom and New Zealand. Table 1 below provides a summary of the development of the codes from each of these areas and the Australian code.

Resolution 56: European vehicle advertising code

The European Conference of Ministers of Transport (ECMT) voiced concerns in 1989 that motor vehicle advertising relied too heavily on performance related themes, such as speed, that are contradictory to safe driving. The ECMT suggested that the 65,000 deaths as a result of road crashes each year in its member countries may be related to the effects of a vehicle's public image on human behaviour. "Resolution 56 on Advertising that Conflicts with Road Safety Aims" was proposed to reduce the depiction of unsafe acts in motor vehicle advertising (ECMT, 1989). The recommendations made included avoiding the depiction of the breaking of traffic laws or mention of inappropriate messages such as those referring to 'lightning acceleration', 'top speeds' or a driver's ability 'to master every dangerous situation' (ECMT, 1989, pp1-2).

British OfCom code

OfCom, the British Office of Communications, is the parent organisation responsible for the setting of guidelines for all media advertising shown within Britain. As of the 1st of February 1995, a specific section was added to the

advertising code by the Advertising Standards Authority, a legacy regulator now subsumed by OfCom, to monitor the content of advertisements depicting driving or the use of motor vehicles (Advertising Standards Authority, 1997). This code specifically sets out a number of actions that can not be depicted in this type of advertisement. The background to the development of this part of the code recognises the potential impact that advertising can have when it states that…

"There is a public policy requirement that advertising for vehicles, fuels, accessories etc should be responsible and should not contribute to a culture of competitive, anti-social driving, especially amongst young drivers. Factors other than advertising play a major part in establishing driving culture but television advertising can be powerful and insistent and the way advertisers demonstrate their products may be particularly influential. The ITC has found from experience that problems are more likely to be avoided if the guidance below is followed."
(Advertising Standards Authority, 2005)

New Zealand code

The New Zealand Advertising Standards Authority (ASA) is an organisation paralleling the British organisation of the same name. In 1995, it included a road safety section in its advertising code which rejects the display of advertisements which 'glorify excessive speed,' 'associate driving with alcohol' or present activities which would be illegal were they to occur on a public road (Advertising Standards Authority, 1995). The New Zealand code provides the ASA further discretion by stating that advertisers should be mindful of current road safety viewpoints in their imagery, regardless of whether the depictions breach formal road rules.

Table 1. Summary of international and Australian advertising codes development

Jurisdiction	Organisation(s)	Key Dates / Details
Australia	Federal Chamber of Automotive Industries (FCAI) Administered by the Advertising Standards Board (ASB)	• **7th August, 2002** - Advertising code introduced for newly developed advertisements • **31st December, 2002** - Advertising code becomes effective for all advertisements • **December, 2003** - FCAI initiates a review of the Advertising Code of Practice • **July 1st, 2004** - A revised version of the code introduced.
New Zealand	Advertising Standards Authority (ASA)	• **20th February, 1995** - Specific 'Road Safety' section introduced to NZ ASA Advertising Code
Europe	European Conference of Ministers of Transport (ECMT/EMCT)	• **22nd November, 1989** - Code introduced by ECMT in response to concern over contribution of motor vehicle advertising to road accidents
Britain	OfCom (Office of Communications)	• **1st February, 1995** - Advertising Standards Authority (ASA) introduces specific 'Motoring' section to the *"The British Codes of Advertising and Sales Promotion"* • **29th December, 2003** - OfCom subsumes previous industry regulators including ASA
Netherlands	Reclame Code Commissie (Advertising Code Committee)	• **Code for Passenger Cars** - Specific section present in Advertising Code stipulating against the use of messages encouraging "unsafe traffic behaviour" or promoting speed / acceleration
Denmark	Dansk Annoncørforening (Association of Danish Advertisers)	• **Executive Order Concerning Radio and Television Advertising and Programme Sponsorship** - General sections in code restrict the use of inciting unsafe behaviour in traffic or otherwise

2.2   The Australian Code

Code development

In 2002, the 'Advertising for Motor Vehicles Voluntary Code of Practice' (Federal Chamber of Automotive Industries, 2002) was introduced by the FCAI to govern the content of vehicle advertisements. The Code applied to new advertisements from 8th August 2002 and to all advertisements from 1 December 2002. The Australian code was created in response to concerns that motor vehicle advertising relied too heavily on performance-related themes (speed, acceleration) that are contradictory to safe driving. For example, a press release from Federal Transport Parliamentary Secretary, Ron Boswell, pointed out that some vehicle advertisements have the potential to undermine road safety messages and create misconceptions about the true risks involved in driving (Boswell, 2002).

The Code provides guidance to advertisers on themes and driving practices appropriate to depict in motor vehicle advertising. Activities prohibited by the Code include speeding, obviously unsafe driving, and other driving practices that contravene Commonwealth, State, or Territory laws in the relevant jurisdictions. Such activities include extreme changes in speed or direction, apparent loss of control, driving under the influence of alcohol, drugs or fatigue, driving without required safety equipment such as seatbelts in passenger vehicles or helmets on motorcycles, and 'deliberate and significant environmental damage' on roads or road related environments[1] (FCAI, 2002).

In setting these boundaries, the Code recognised the "legitimate use of motor sport, fantasy, humour and self-evident exaggeration in creative ways" (FCAI, Federal Chamber of Automotive Industries, 2002, p2) so far as they do not undermine related road safety efforts. Additionally, the Code recommended that when applying the guidelines, special consideration must be made for off-road and four wheel drive vehicles travelling on non-road-related areas. In the year following the implementation of the Code, the Australian Transport Safety Bureau (ATSB), State and Territory road authorities, and the Australian Automobile Association (representing the State and Territory motoring associations) discussed with the FCAI their concerns about both the strength of the Code, and the way it was being applied by the Advertising Standards Board (ASB) in its decisions. For example, in some cases apparently dangerous driving was accepted because it was not depicted on a road, or because humour or 'self-evident exaggeration' was employed. Road safety researchers also raised concerns about the ASB's interpretation of part of the Explanatory notes to the Code as in effect exemption clauses, allowing the promotion of the exact themes that the Code seeks to regulate (Chapman & Blows, 2003).

Suggestions were made to modify the initial version of the Code, so that its

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[1] 'Road-related areas' are defined by the Code as areas that divide or are adjacent to a road, or areas for public use of animals, cyclists, or for driving, riding, or parking motor vehicles.

stipulations could no longer be interpreted as being applicable only to the depiction of actions on public roads (Australian Automobile Association, 2002). These amendments are noteworthy in that they demonstrate the benefit of feedback from advocacy groups, which in this case no longer allowed depictions of driving behaviour interpretable as dangerous to avoid censure, simply because they were made in an off-road setting. The Code has attracted criticism that its voluntary nature effectively made it a "toothless tiger" ("Scully Puts Brakes on Out of Control Car Ads," 2003) unable to adequately regulate advertisers.

Current code version

In response to dissatisfaction amongst road safety agencies with the outcomes of the Code and its regulation, the FCAI undertook a comprehensive review in 2004 of both the vehicle advertising Code and the way it is administered, in consultation with a number of safety agencies and other stakeholders. A revised version of the Code was presented to the Ministers of the Australian Transport Council, and came into effect on the 1st of July, 2004 (Federal Chamber of Automotive Industries, 2004). The primary changes to the Code, in addition to the one described above, included the addition of new statements specifically excluding the presentation of a number of characteristics of advertisements. The areas of ambiguity now clarified by the FCAI's amendments include legitimate methods for the depiction of motor sport and off-road activities. It was also suggested in the guidelines to the updated code that the intended objectives, interpretations and application of the code needed to be made clearer to the motor vehicle industry to encourage compliance. The FCAI has also mentioned in its review of the Code that they would liaise with their member companies (motor vehicle manufacturers) to set up an "educative process" to ensure the code is interpreted as intended in regards to road safety (Federal Chamber of Automotive Industries, 2004).

2.3   The benefits of advertising regulation

A 1999 survey by the British Advertising Standards Authority of all print-based motor vehicle advertisements published in a two-week period found a generally high level of compliance from advertisers in regards to adhering to the letter and spirit of the UK code (Advertising Standards Authority, 2000). Only 2% of the sampled 714 advertisements (including repeats) were found to be unacceptable in terms of wholly presenting an unacceptable platform of advertising. Only 5 unique advertisements, which accounted for 11 total instances, were associated with the glorifying of speed or acceleration (Advertising Standards Authority, 2000). The relative success of this code is suggested to be due to the involvement of many parties in its formulation. The committee of advertising practice writes their code in consultation with industry partners and other stakeholders. The code is then enforced independently by the Advertising Standards Authority. Participation is voluntary, but those breaking the code are restricted from being awarded advertising prizes (Committee of Advertising Practice, 2003).

Dowling (1980), in an examination of the differences between Australian and U.S. advertising, found there was a significantly larger number of Australian advertisements that used informative measures. Responsibility for this difference is suggested to partially lie with the more strict advertising regulation and codes that are imposed on advertisements broadcast within Australia. Burns (1999) highlights the relative laxness in advertising control within the US, stating that "faced with limited restrictions regarding the manner in which automakers may present their products to the general public, the competition inherent in the corporate culture encourages conditions that are conducive to corporate deviance" (Burns, 1999, p340).

Other instances of advertising reflecting social concerns with dangerous driving have not been as positive. An investigation into Austrian automobile advertising in the early 1970's found that although advertising campaigns began to reflect state-imposed speed limit reductions, this was a relatively short-lived gesture. Within the span of six months, the typical, sporting images associated with the vehicles were once again being highlighted (Schmidt, 1982).

Harker (2003), outlines seven points to be used for effective advertising regulation.

These are:

1) The regulating bodies must be sufficiently funded, preferably from a body independent of advertisers;

2) The code should be written in consultation with those likely to be affected by the code, in easily understood plain language;

3) Administration of the code should be carried out by an independent organisation, taking complaints from all sources;

4) Regular reviews of the practice of the regulators should be carried out;

5) and 6) A complementary role to regulation should be that of educating advertisers and the public how to best use the complaints procedure through the disclosure of precedents and decision making processes; and

7) Finally, public awareness of advertising self-regulation and the regulating bodies needs to be established.

3.   Changes in motor vehicle advertising content

To understand the factors influencing potential changes arising as a result of introducing an advertising code, past research looking at changes within motor vehicle advertising over time needs to be examined. This research highlights some aspects in both society generally and the automotive industry which impact on the content of advertisements.

In a longitudinal analysis of American motor vehicle advertisements, content analysis was used to compare recent advertising (in 1998) to sample years (1993, 1988, and 1983) (Ferguson, Hardy, & Williams, 2003). Five hundred and sixty one advertisements were selected from 1998, and approximately 100 further advertisements were selected from each of the comparison years. Twenty two primary themes and one 'other' category were devised and each theme broken down into various attributes. For example, 'Performance', a theme in the study, was broken down into the attributes of manoeuvrability, speed, power, traction and stopping. Other themes included 'Incentives/sales', 'Award winner', 'For families', 'Exciting/ fun to drive', and 'Safety'. Performance was the focus of 17% of advertisements in 1998, making it the most commonly used theme in car advertisements for that year (Ferguson et al., 2003). Surprisingly, 'Exciting/ fun to drive', a theme possibly related to 'Performance' was ranked as equal lowest used theme (1%). 'Safety' (2%) was also ranked as an uncommon theme in motor vehicle advertising, despite 84% of consumers reporting that this is an extremely or very important factor in buying a vehicle (Insurance Institute for Highway Safety, 2000).

Burns & Lynch (2003) have examined the changes in the advertising methods adopted by the major US automotive manufacturers after introduction of mandated crash testing for all vehicles. The crash testing, conducted by the predecessor to the National Highway Traffic Safety Administration (NHTSA), was put in place to ensure that new vehicles provided sufficient injury protection when exposed to a frontal crash. The introduction of these crash tests was the result of an increasing recognition both by government and the public of the safety responsibilities of manufacturers and those subsequently purchasing the vehicles (Burns & Lynch, 2003). Manufacturers' advertisements however did not show an increase in the frequency with which safety themes were mentioned after the testing was introduced. It is suggested that manufacturers would rather draw attention to other aspects of their vehicles to develop an image that does not include safety themes and is more conducive to sales. As the researchers note, trends in other themes such as fuel economy were more marked, indicating that other societal pressures may need to be taken into account as forces which may lessen the effect of particular government or official regulations.

Similar research was conducted in the mid-1980s when the New Zealand Consumer Product Safety Commission (CPSC) introduced an advertising regulatory action regarding the advertising of all terrain vehicles (ATV). This 'decree' prohibited some claims and themes and made the disclosure of some safety related information a requirement. In order to establish the resulting trends in relevant media, a content analysis of 948 print ATV advertisements in 47 publications was conducted (Ford & Mazis, 1996). The study analysed advertising appearing in the years 1980-1987 encompassing a period of time in which the action was valid (mid 1980's).

To conduct the content analysis, Ford and Mazis (1996) created themes specific to the guidelines presented in the 'decree'. Additionally, some categories identified from scanning the advertisements were created. The method involved the production of codebooks, including 195 content analysis categories representing roughly three main

themes: messages portraying prohibited activities, messages regarding children and young drivers, and safety messages required by the new decree. The two coders used in this study were blind to its purpose. The coders were trained and then completed practice trials on approximately 5% of the sample. Any coding differences were resolved by the coders during this practice time.

When comparing the time period before the advisory action began (1980-1984) and the period after (1985-1987) the study found significant increases in the safety messages delivered through ATV advertisements (p<0.001). A reduction was not found in the number of messages about racing (p = 0.109) or claims about operating on difficult terrain (p = 0.82) both of which were prohibited by the decree. Ford and Mazis (1996) appealed to the CPSC to revise the approach taken to guiding the advertising of ATV's.

4.   The current project

This study has adopted the methodology used by Ferguson et al (2003) to evaluate the effectiveness of the Australian code in modifying the content of motor vehicle advertising in this country. The aims of the current study are:

1) To examine the content of Australian motor vehicle advertisements since 1999 to determine the degree of presentation of safe and unsafe driving themes. Safe themes have been defined in this study as the presentation of either tertiary protection devices (crash protection), crash prevention technologies (eg: traction control) or socially-responsible driving behaviour (allowing vehicles to merge). Unsafe themes, on the other hand, involve the depictions of unnecessary speed or acceleration, loss of control, breaking of road rules or implications of the vehicle or driver undertaking being involved in such actions.

2) To assess the changes in presentation methods used in motor vehicle advertisements in relation to safe driving as a result of the introduction of the FCAI code in 2002 and the amended code in 2004.

3) To compare the effectiveness of the Australian code in regulating the content of motor vehicle advertisements to the relative effect of similar codes introduced in the United Kingdom and New Zealand.

Part of the aim of this study is also to assess the messages identified in the content analysis and to compare these to those perceived by young adults aged 18-25, the typical group exhibiting higher crash rates (eg Williams, 2003). This will be assessed through focus groups with youth in which they will be shown a sample of advertisements used in the main project and will be asked to report on the messages they perceive..

Part B – Research

1.   Introduction

Several international jurisdictions have established advertising codes in response to concerns with the messages being conveyed in motor vehicle advertising. Specific codes in relation to road safety content are currently in operation in some mainland European countries, the United Kingdom and New Zealand.

The 'Advertising for Motor Vehicles Voluntary Code of Practice' (herein referred to as 'the Code') (Federal Chamber of Automotive Industries, 2002) was introduced by the Federal Chamber of Automotive Industries (FCAI) to govern the content of motor vehicle advertisements. The code applied to new advertisements from the 8th of August 2002 and all advertisements from 1st of December 2002. The Code provides guidance to advertisers on themes and driving practices appropriate to depict in motor vehicle advertising. A revised version of the Code has since been developed and presented to the Ministers of the Australian Transport Council, coming into effect on the 1st of July, 2004 (Federal Chamber of Automotive Industries, 2004).

The current project, coordinated by CARRS-Q in consultation with the Australian Transport Safety Bureau and Queensland Transport, aimed to evaluate the effectiveness of the Australian code and its subsequent revision in regulating the content of motor vehicle advertising in this country.

The first part of this report is a comprehensive literature review covering a wide range of topics pertinent to the impact of motor vehicle advertising, both in Australia and overseas countries. The second part of the report covers the advertising content analysis of a sample of Australian motor vehicle advertisements.

1.1   Background to the study – the Ferguson et al (2003) research

To understand the factors influencing potential changes arising as a result of introducing an advertising code, past research looking at changes within motor vehicle advertising over time was examined. In a longitudinal study of American motor vehicle advertisements, content analysis was used to compare recent advertising (in 1998) to sample years (1993, 1988, and 1983) (Ferguson et al., 2003). Five hundred and sixty one advertisements were selected from 1998, and approximately 100 further advertisements were selected from each of the comparison years. Twenty two primary themes and one 'other' category were devised and each theme broken down into various attributes. The Ferguson et al (2003) study was used as the basis for this current study, and the same methodology and coding frameworks were adapted to accommodate the Australian context.

1.2 The research committee

The research was carried out with the team from CARRS-Q working closely at all times with representatives from the ATSB and Queensland Transport. This group formed an informal committee, and issues concerning methodology, definitions, scoping of the study, and modifications to the study were discussed throughout the project.

1.3 The aims

This study's primary goal was to evaluate the effectiveness of the Australian code in modifying the content of motor vehicle advertising in this country. The aims were:

a) To examine the content of Australian motor vehicle advertisements since 1999 to determine the degree of presentation of safe and unsafe driving themes. Safe themes were defined as the presentation of either tertiary protection devices (crash protection), crash prevention technologies (eg: traction control) or socially-responsible driving behaviour (allowing vehicles to merge). Unsafe themes, on the other hand, involved depictions of unnecessary speed or acceleration, loss of control, breaking of road rules or implications that the vehicle and/or driver were involved in such actions.

b) To assess the changes (if any) in presentation methods used in motor vehicle advertisements in relation to safe driving as a result of the introduction of the FCAI code in 2002 and the amended code in 2004.

c) To compare the effectiveness of the Australian code in regulating the content of motor vehicle advertisements to the relative effect of similar codes introduced in the United Kingdom and New Zealand.

In addition to the main aims listed above, the researchers

d) Also assessed the messages identified in the content analysis and compared these to those perceived by youth aged 18-25, the group typically over-involved in crashes. This was assessed through testing groups of young people in which they were shown a sample of the advertisements that had been used in the main project, and asked to report what messages they perceived in the advertisements.

1.4 The proposed scope of this project

The original proposal included coding of advertisements from Australia, the UK and New Zealand. There were to be approximately 350 advertisements from Australia, sampled from between 1 January 1999 (5 years prior to the introduction of the Australian Code) and 31 December 2004, to identify any changes in the

presence of specific themes and some sub-themes occurring after the introduction of the Australian Code. A smaller number of advertisements (n~150) were to be sampled from both the UK and New Zealand, so that parallel comparisons could be made relative to the introduction of codes in those countries.

1.5   The modified scope

The scope for the current study was modified for two main reasons. The first was the cost of purchasing the advertisements, which proved to be considerably greater than was originally estimated. A decision was made to limit this study to Australian advertising patterns, so that sample sizes could remain at sufficient levels to provide reliable data. The second reason was that the costing/sampling dilemma caused considerable delay in the project, and it was decided that limiting the project was the best outcome at this stage. It is proposed that the international advertisements will be examined in a similar fashion at a later date.

Therefore this report will examine changes (if any) to motor vehicle advertising themes subsequent to the introduction of an Advertising Code in Australia.

2.   Method

2.1   Developing the coding frames

The same coding materials (themes and sub-themes) as used by Ferguson et al were used in the current study, although some adjustments were made to make the sub-themes more relevant to Australia. There were some additional sub-themes which were relevant to either the FCAI code and/or other identified road safety advertising codes. Each theme and sub-theme was specifically annotated inside the codebook and coding definitions. In addition, coders were asked to nominate, out of all those primary themes that occurred in an advertisement, which one(s) were the dominant themes for that advertisement.

2.2   Selecting the samples of advertisements

There were 168 advertisements viewed and coded from the period from January 1999 till 8th August, 2002, when the first Australian code was introduced. Between the introduction of the original code and the amended code (1 July 2004), 175 advertisements were viewed and coded. From the introduction of the amended code, and up until 31 March 2005, 101 advertisements were viewed and coded. The first list of advertisements was provided by *BCM* (who in turn, obtained them from *Xtreme Information*), and subsequent lists and purchases were sourced directly from *Xtreme Information.* As can be seen from Table 2, the numbers of advertisements supplied on lists by the provider varied considerably over time. It is uncertain whether this is a reflection solely of the numbers of advertisements that were produced and shown in Australia during those years, or whether there was some other factor that also determined the availability of

advertisements from the provider. Advertisements from each group were randomly sampled from the lists provided, and the researchers sampled to achieve a manageable number of advertisements in each of the three time periods in terms of the budget, and the requirements of statistical power. In the period 1999 to 2002, the sample selected represented over 50% of all advertisements provided. After 2002, the numbers of advertisements provided in lists increased considerably, and the samples each year represented approximately 20% of the total provided.

Table 2. Numbers of advertisements sampled for purchase

Year	No of advertisements in lists supplied	Sampled Number	(%)	Sub Totals	Progressive Total
1999	82	44	(54)		44
2000	110	62	(56)		106
2001	63	37	(59)		143
2002 : Pre-code	38	25	(73)	Pre-code:168	168
2002 : Post-code	22	16	(53)		184
2003 (from first provider)	120	55	(46)		239
2003: (from second provider)	251	43	(17)		282
2004 : Pre-revision	411	61	(15)	Pre-amend:175	343
2004 : Post-revision	281	65	(23)		408
2005 : Until 31st March	222	36	(18)	Post-amend:101	**444**

2.3   Training the coders and fine-tuning the coding process

An initial instructional session was run, where two of the coders met with the researchers and the main ideas of the project were introduced. During this time, the coders were asked to read and to begin to familiarise themselves with the coding booklet.

The coders were then shown an example advertisement that had been coded previously, and explanations were given about how a number of the discretionary decisions were made as to the right code to select and how coders should be consulting the coding framework to inform their choices.

Coders were then asked to individually code four of the first advertisements from the group, to familiarise themselves with the coding process in practice. Once this had been completed, the group reassembled to discuss the coding process and to compare their identified codes. A high level of agreement was generally found

between the two coders.

Coders then worked on a small number of advertisements in short sessions to establish the most efficient and reliable method for coding the large numbers of advertisements, for example, two coders working together and watching the same advertisement at the same time with each coding to half the themes. It was established that coders produced optimum efficiency and reliability when working independently, coding whole advertisements by themselves.

Once a week, the coders met with the research assistant to discuss particularly difficult-to-code advertisements and problems they had encountered during that week. During these sessions, a couple of randomly selected advertisements completed in the past session were compared across all of the coders for quality control.

2.4   Reliability analysis

In the second week, the coders were asked to work on the same 12 advertisements as each other for an entire session (12 advertisements), and an estimate of coder reliability was calculated.

The results of these reliability checks are presented in Table 3 below. For the purposes of this study, simple agreement refers to an averaged figure of the agreement between the three coders for each of the 22 primary themes used in the study. To control for inflation of this statistic due to chance agreement when a number of themes were not identified by any coder (100% agreement), the percentage agreement was calculated again excluding those cases where the theme was not identified by any of the coders.

Two further stringent measures of reliability were calculated, the intra-class correlation and Kappa statistics, both of which also control for any chance correlation. Both of these statistics showed a better than chance agreement between coders.

Table 3. Reliability statistics

Ad	Simple (0-100%)	Simple-adj (0-100%)	Intra-class Correlation (0-1)	Avg Kappa (0-1)
1	90.7	66.0	0.38	0.14
2	90.7	70.9	0.60**	0.31
3	95.4	79.6	0.86**	0.66
4	86.1	66.0	0.37	0.32
5	92.3	71.6	0.76**	0.48
6	86.1	69.4	0.60**	0.32
7	87.6	69.8	0.55*	0.27
8	95.4	74.5	0.72**	0.48
9	89.2	73.6	0.74**	0.43
10	92.3	75.7	0.76**	0.51
11	87.6	72.8	0.75**	0.42
12	93.8	72.8	0.72**	0.50
Avg	90.6	71.9	0.65	0.40

* statistically significant, $p < .05$
** statistically significant, $p < .01$

Of the 12 advertisements analysed as part of this reliability analysis, 10 showed statistically significant correlations between the 3 coders used in the analysis. The correlations of 7 of these 10 significant advertisements fell between the commonly considered "reasonable" (0.7+) and "good" (0.8+) ranges.

2.5   Analysing the coded data

The data were entered into the Statistical Package for Social Sciences (SPSS). A sample of the advertisements entered to SPSS was checked against the original paper records to verify accuracy of the data. The data were also checked using frequency tables to identify any outliers introduced through data entry, and visually across each column to ensure that there were no missing data.

Based on the date supplied with the advertisements, the pre-code, post-code or post-revision nature of each advertisement was determined and coded as a specific field.

Changes over time were tested using the Chi Square statistic, and a significance level of $p<.01$, marked by ** accepted as indicating a true difference in

occurrence of themes. Trends that did not meet this level of significance are reported where appropriate.

2.6   Test group comparisons

Ethics approval (QUT Ref No 4132H) was obtained from QUT's University Human Research Ethics Committee to conduct this component of the research.

This component of the project involved displaying a sample of the advertisements used in the main coding analysis to young male drivers (aged 18-24 years old) to determine the themes which they believed were evident in each of the advertisements. The advertisements to be used in this component of the study were selected from the period after the amended code was introduced. Test group participants were firstly asked to provide informal (unprompted) verbal feedback as to the themes perceived in the advertisements shown. Participants were then prompted to select which themes from a displayed list were present in each advertisement. The displayed list of themes was drawn from those used as the primary themes in the main content analysis component of the project. Initially, two advertisements with strong safety themes were selected, and two with strong performance themes. There were three additional advertisements with no particular emphasis included as options, if time permitted for more than 4 advertisements to be shown and responded to by the test groups. It transpired that there was sufficient time to show all seven of the selected advertisements, and so these were assessed by each of the test groups.

Test group participants were drawn from four population groups: blue collar workers in the metropolitan region, university students in the metropolitan region, TAFE students in the metropolitan region, and rural residents from a small town in South East Queensland. All participants were males either holding a driver's licence or eligible to do so (2 cases), and aged between 16 and 25 years. The demographic statistics for these four groups are shown in Table 4 below.

Table 4. Composition of test groups

Demographic	Blue Collar	Undergrad	TAFE	Rural	Total
Gender					
Male	7	11	9	13	**40**
Female	0	0	0	0	**0**
Education					
Grade 10	0	0	2	4	**6**
Senior High School	4	11	6	2	**23**
Certificate IV	2	0	1	1	**4**
Diploma	0	0	0	0	**0**
Advanced Diploma	0	0	0	0	**0**
Bachelor Degree	1	0	0	0	**1**
Masters Degree	0	0	0	0	**0**
Unknown	0	0	0	6	**6**
Age					
20 or under	0	8	7	2	**17**
21-24	7	3	2	5	**17**
Unknown	0	0	0	6	**6**
Licence					
No Licence	0	0	0	2	**2**
Learners Licence	0	3	2	0	**5**
Provisional Licence	0	6	6	4	**16**
Open Licence	7	2	1	1	**11**
Unknown	0	0	0	6	**6**

3. Results

3.1 Primary themes

It was decided to exclude from the current analysis the 16 advertisements that occurred in the period 8 August 2002 until 31 December 2002, when advertisements which were being shown for the first time in Australia had to comply with the Code, but established advertisements did not. The inclusion of this entire subset of advertisements in the analysis as either pre-Code or post-Code advertisements made only minor adjustments to the reported frequencies and did not alter the statistical significance of any fluctutations in themes. This leaves a sample of 428 advertisements to be considered in this analysis. The primary themes emerging from the three time periods are presented in Table 5.

Table 5. Primary themes from content analysis of advertisements pre-code to post - revision

Primary Theme	Pre-Code		Post-Code		Post-Revision	
	Freq	%	Freq	%	Freq	%
Performance **	94	56.0	90	56.6	32	31.7
Luxury/Prestige **	40	23.8	23	14.5	7	6.9
Comfort/Convenience	41	24.4	36	22.6	21	20.8
Economy/Good Value	14	8.3	25	15.7	14	13.9
Quality, Reliability Durability	13	7.7	16	10.1	6	5.9
Safety	17	10.1	18	11.3	6	5.9
Well-Engineered	12	7.1	19	11.9	8	7.9
Attractive Styling	77	45.8	71	44.7	46	45.5
For Families	20	11.9	14	8.8	4	4.0
For Younger People	18	10.7	19	11.9	9	8.9
Exciting/Fun to Drive **	89	53.0	59	37.1	30	29.7
Incentives/Sales **	15	8.9	39	24.5	40	39.6
New/Different	19	11.3	26	16.4	10	9.9
New Technology	7	4.2	9	5.7	11	10.9
Heritage **	1	0.6	7	4.4	0	0.0
Customer Satisfaction	5	3.0	1	0.6	7	6.9
Customer Experience	0	0.0	0	0.0	2	2.0
Utility	12	7.1	4	2.5	9	8.9
An Escape	0	0.0	5	3.1	1	1.0
Award Winner	8	4.8	9	5.7	6	5.9
Best-Selling/Most Popular	2	1.2	3	1.9	2	2.0
Special Events	4	2.4	3	1.9	6	5.9

** - Statistically significant difference between at least 1 time period, $p < .01$

The primary themes which showed a statistically significant decrease in occurrence over the three time periods were Performance, Exciting/Fun to drive, and Luxury/Prestige. Incentives/Sales increased significantly in occurrence, steadily increasing across the three focus time periods. Heritage decreased, but the

cell sizes were very small and it could be argued that the changes are therefore not meaningful.

The data were then examined for dominant themes amongst the primary themes. Table 6 gives a summary of themes that coders considered were dominant in the advertisements. Comparison of the rankings across the three periods of time was used to examine the changes in dominance. The six highest ranked themes are shown at each stage. Performance was the most often mentioned theme, dominating advertisements in both the pre-code and post-code phases, but dropping to third in the rankings in the post-revision period. Although Exciting/Fun to drive stayed at second ranking over all three periods; it was mentioned proportionately less often post-code and slightly less often again post-revision. The "big mover" up the rankings was Incentive/Sales, which increased from being mentioned as the dominant theme in 6.6% of advertisements pre-code up to 34.7% of advertisements post-revision, moving up the rankings from sixth to first. Safety was considered to be the dominant theme in only a small number of advertisements over all time periods. Themes that were considered dominant in fewer than five advertisements in all three time periods have been excluded from this table.

Table 6. Dominant themes compared from pre-code to post-revision

Dominant Theme	Pre-Code			Post-Code			Post-Revision		
	Freq	%	(rank)	Freq	%	(rank)	Freq	%	(rank)
Performance**	83	49.4	(1)	66	41.5	(1)	22	21.8	(3)
Exciting/Fun to Drive**	66	39.3	(2)	34	21.4	(2)	23	22.8	(2)
Luxury/Prestige	27	16.1	(3)	14	8.8		6	5.9	
Comfort/Convenience	22	13.1	(4)	20	12.6	(6)	15	14.9	(5)
Attractive Styling	19	11.3	(5)	31	19.5	(3)	21	20.8	(4)
For Families	11	6.6	(6)	9	5.7		3	3.0	
For Younger People	11	6.6	(6)	7	4.4		3	3.0	
Incentives/Sales**	11	6.6	(6)	31	19.5	(3)	35	34.7	(1)
Economy/Good Value	10	6.0		22	13.8	(5)	12	11.9	(6)
Quality, Reliability Durability	9	5.4		9	5.7		5	5.0	
New/Different	7	4.2		9	5.7		8	7.9	
Safety	6	3.6		8	5.0		1	1.0	
Well-Engineered	6	3.6		12	7.5		6	5.9	
Customer Satisfaction	5	3.0		0	0.0		4	4.0	
Award Winner	5	3.0		5	3.1		4	4.0	
New Technology**	4	2.4		3	1.9		9	8.9	
Special Events	4	2.4		2	1.3		5	5.0	

** - Statistically significant, $p < .01$

3.2 Secondary themes

Secondary themes were examined for the three major areas of interest corresponding to the primary themes of Performance, Exciting/Fun to drive, and Safety. Significant changes were found within these subthemes and these are documented below in Tables 7-10.

Table 7. Performance -Secondary themes from content analysis of advertisements from pre-code to post-revision

Secondary Theme	Pre-Code		Post-Code		Post-Revision	
	Freq	%	Freq	%	Freq	%
Acceleration	31	18.5	16	10.1	11	10.9
Speed	43	25.6	35	22.0	12	11.9
Power**	7	4.2	24	15.1	13	12.9
Manoeuvrability/Ride/Handling	52	31.0	60	37.7	21	20.8
Traction**	58	34.5	51	32.1	16	15.8
Stopping/Braking	14	8.3	8	5.0	6	5.9
Aerodynamics	1	0.6	2	1.3	0	0.0

** - Statistically significant, $p < .01$

The secondary themes of both Traction and Power showed significant changes over the three time periods. Traction was consistently well represented, though its use was noted markedly less post-revision. Power on the other hand was noted more often post-code and post-revision, though particularly in the post-code period. This increase could be partially explained by the revised code's acceptance of vehicle power being promoted so long as it was within the spirit of the code. Although not statistically significant, Speed and Manoeuvrability/Ride/Handling both showed a change in frequency of occurrence, halving on each case from post-code to post-revision.

Table 8 gives the changes over time for the sub-themes of Exciting/fun to drive. Social experience remained relatively consistent, while personal experience (eg. laughing and enjoying driving) and Performance experience (eg thrill riding or getting a 'kick' out of the performance of the vehicle) both decreased significantly after both the introduction and revision of the code.

Table 8. Exciting / Fun to drive - Secondary themes from content analysis of advertisements from pre-code to post-revision

Theme	Pre-code		Post-code		Post-revision	
	Freq	%	Freq	%	Freq	%
Social experience - friends	21	12.5	15	9.4	10	9.9
Social experience - family	13	7.7	8	5.0	3	3.0
Personal experience**	58	34.5	34	21.4	16	15.8
Performance experience**	82	48.8	59	37.1	23	22.8

** - Statistically significant, $p < .01$

Safety was divided into two categories of themes: Safety in General and Safety Features. Safety in General referred to depictions of the ability of the vehicle to avoid accidents or protect occupants while Safety Features referred to specific vehicle technologies, such as airbags, that offer protection. Table 9 shows that there is very little mention of and no significant changes in the occurrence of Safety in General sub-themes. Table 10 indicates that Airbags as a Safety Feature were mentioned more often post-revision, although the numbers are small at all stages and the change was not statistically significant.

Table 9. Safety General-Secondary themes from content analysis of advertisements from pre-code to post-revision

Theme	Pre-code		Post-code		Post-Revision	
	Freq	%	Freq	%	Freq	%
Protection in a crash	1	0.6	1	0.6	1	1.0
Protects Children	0	0.0	0	0.0	0	0.0
Accident Avoidance	0	0.0	0	0.0	0	0.0
Personal Security	2	1.2	2	1.3	0	0.0
Vehicle Security	0	0.0	1	0.6	2	2.0
Protection from Elements	2	1.2	2	1.3	0	0.0
Aid after an accident	0	0.0	0	0.0	1	1.0
Brand supports safe driving	2	1.2	1	0.6	0	0.0

Table 10. Safety Features-Secondary themes from content analysis of advertisements from pre-code to post-revision

Theme	Pre-code		Post-code		Post-revision	
	Freq	%	Freq	%	Freq	%
Air Bags	8	4.8	10	6.3	13	12.9
Driver	6	3.6	9	5.7	10	9.9
Passenger	4	2.4	9	5.7	10	9.9
Side Impact	0	0.0	1	0.6	4	4.0
Communication Systems	0	0.0	0	0.0	0	0.0
Antilock Brakes (ABS)	5	3.0	9	5.7	8	7.9
Crush Zones	1	0.6	0	0.0	0	0.0
Child Safety Seats	1	0.6	0	0.0	0	0.0
Traction Control	9	5.4	7	4.4	1	1.0
Infrared detectors	0	0.0	0	0.0	0	0.0

3.3   Test group comparisons

Table 11 gives a summary of the primary themes (and some secondary themes)

identified by coders, and the corresponding selection of those themes, by members of the test groups. An x indicates that a theme was nominated by the coder, and a sequence such as xxox shows which of the 4 testing group types (in the same order as described at the foot of the table) nominated that theme.

Table 11. Themes identified by coders and test groups – Advertisements 1-7.

Primary Theme	Secondary Theme	Advert 1 C	Advert 1 Grps	Advert 2 C	Advert 2 Grps	Advert 3 C	Advert 3 Grps	Advert 4 C	Advert 4 Grps	Advert 5 C	Advert 5 Grps	Advert 6 C	Advert 6 Grps	Advert 7 C	Advert 7 Grps
Performance	Generally (primary theme)		ooox	x	xxxx	x	xxxx	x	xxox	x	xxxx		oooo		oooo
	Acceleration		oooo	x	xxxx		xxxx	x	oxxo		oxxo		oxoo		oooo
	Speed		xooo	x	xxxx		oxxx		oxox	x	xxxo		oooo		oooo
	Power		xxoo		oooo		ooxo	x	oxxo	x	xxxo		oooo		oooo
	Maneuverability /ride/handling		xxoo		oxxo		ooxo	x	oxxo	x	xxxo		oxoo		oxoo
	Traction		oooo	x	ooxo		ooxx	x	oxxx		oxxo		oooo		oooo
	Stopping/braking		oooo	x	oxxo		oooo		oooo		xoxo		oooo		oooo
	Aerodynamics		oooo		xooo		oooo		oooo		oooo		oooo		xoxo
Safety	Generally (primary theme)		oooo		oooo		oooo		oooo		oooo	x	xoxo	x	xooo
	Protection in a crash		oooo		oooo		oooo		oooo		oooo		oooo		oooo
	Protects children		oooo		oooo		oooo		xoxx		oooo		oooo		oooo
	Accident avoidance		oooo		oooo		oooo		oooo		oooo		oooo		oooo
Safety features	Generally (primary theme)		xoox		oooo		oooo		oooo		oooo		oooo		oooo
	Air bags	x	oxxo		oooo		oxoo		oooo		oooo	x	xxxo		oooo
	Side impact	x	oxoo		oooo		oooo		oooo		oooo		oooo		oooo
	ABS brakes	x	oxxx		oxoo		oooo		oooo		oooo		oxoo		oooo
	Crush Zones		oooo		oooo		oooo		oooo		oooo		oooo		oooo
	Child Safety Seats		oooo		oooo		oooo		oooo		oooo		oooo		oooo
	Traction Control		ooxo		oooo		oxox		oxxo		oooo		oooo		oooo
	Infrared Detectors		oooo		oooo		oooo		oooo		oooo		oooo		oooo
	Brand Supports Safe Driving		ooxo		oooo		oooo		oooo		oooo		oxxo		ooxo
Exciting/ fun to drive	Generally (primary theme)		xoxo	x	xxox	x	ooxo	x	oooo	x	xxxo		oooo		oooo
	Racing on race track		oooo		oooo		oooo		oooo	x	xxxx		oooo		oooo
	Racing off-road (rally)		oooo		oooo	x	xxxx		oxxo		oooo		oooo		oooo
	Racing on road in suburbs		oooo		oxxo		oooo		oooo		oooo		oooo		oooo
	Driving off –road		oooo		oooo		oxoo	x	ooxx		oooo		oooo		oooo
	Driving on test track		oooo		oooo		ooxo		oooo		ooxo		oooo		oooo
	Vehicle being tested		oooo		oxxo		oxxo		oooo		oooo		oooo		oooo

Primary Theme	Secondary Theme	Advert 1		Advert 2		Advert 3		Advert 4		Advert 5		Advert 6		Advert 7	
		C	Grps	C	Grps	C	Grps	C	Grps	C	Grps	C	Grps	C	Grps
Illegal/unsafe driving activity	Generally (primary theme)		oooo	x	ooox	x	oooo		oooo		oooo		oooo		oooo
	Unsafe driving		oooo		xxxx		oooo		oooo		oooo		oooo		oooo
	Extreme/unnecessary changes in direction /speed		oooo		oxoo		oxoo		ooxx		oooo		oooo		oooo
	Setting vehicles on collision course		oooo		oooo		oooo		oooo		oooo		oooo		oooo
	Deliberate loss of control		oooo		oooo		oooo		oxxx		oooo		oooo		oooo
	Vehicle airborne		oooo		oooo		oooo		oooo		oooo		oooo		oooo
	Driving whilst fatigued		oooo		oooo		oooo		oooo		oooo		oooo		oooo
	Environmental damage		oooo		oooo		oooo	x	xxoo		oooo		oooo		oooo
	Crash avoidance		oooo		oooo		oooo		oooo		oooo		oooo		oooo
	Reckless/menacing driving		oooo		oooo		oooo		oxoo		oooo		oooo		oooo
Explicit road rule breaking	Generally (primary theme)		oooo		oooo		oooo		oooo		ooo		oooo		oooo
	Driving over double white lines		oooo		oooo		oooo		oooo		oooo		oooo		oooo
	Driving wrong side of road		oooo		oooo		oooo		oooo		oooo		oooo		oooo
	Turning/changing lanes		oooo		oooo		oooo		oooo		oooo		oooo		oooo
	Apparent speeding		oooo		xxxo		oooo		ooox		oooo		oooo		oooo
	Driving under influence of alcohol/other drugs		oooo		oooo		oooo		oooo		oooo		oooo		oooo
	Not wearing safety helmets		oooo		oooo		oooo		oooo		oooo		oooo		oooo
	Failure to wear seat belt		oooo		oxox		oooo		oooo		oooo		oooo		oooo
	Driving while using phone		oooo		oooo		oooo		oooo		oooo		oooo		oooo
	Carrying passengers in tray / goods area of utility/truck		oooo		oooo		oooo		oooo		oooo		oooo		oooo

C = coder;   Grps = four types of test groups (Undergraduate students, Blue collar workers, TAFE students, rural residents)

4.   Discussion

4.1   Primary and secondary themes

The main purpose of this research was to ascertain whether the 'Advertising for Motor Vehicles Voluntary Code of Practice' which was introduced by the Federal Chamber of Automotive Industries (FCAI) to govern the content of motor vehicle advertisements has significantly influenced the depiction of various themes and sub-themes in motor vehicle advertisements in this country.   The most encouraging result was that the occurrence of the primary themes of Performance and Exciting/Fun to drive, both of which have some sub-themes which could be interpreted as encouraging unsafe driving, have diminished significantly since the code was introduced.

Performance was noted as a primary theme in 56% of advertisements prior to the introduction of the code, increased slightly (58%) after the code was first introduced, but decreased to 32% after the code was revised. While this is a positive outcome, if indeed performance themes in advertisements are likely to encourage unsafe driving practices, then it would be desirable to encourage manufacturers to continue this good work and steadily reduce the occurrence of performance in future motor vehicle advertisements. This reduction within the post-revision period may also indicate manufacturers adjusting and becoming more familiar with the code. The continued "educative process" of manufacturers described in the revised code will serve an important purpose by encouraging safe depictions in motor vehicle advertising.

Examination of the trends in sub-themes of Performance show that the slight increase in Performance after the introduction of the code could be attributable to the increase in Manoeuvrability/Ride/Handling[2] which increased from 31% to 38% (and then to 21% post-revision), and Power[3] which also increased in occurrence (4% up to 15%) in that period, although neither of these changes was statistically significant. Other sub-themes, including Acceleration[4], Speed[5], and Traction[6], all decreased after the introduction of the code or after the code was revised (only Traction showed statistical significance). This separation of performance sub-themes is important in so much as some are more commonly associated with unsafe depictions. While acceleration and speed are commonly depicted in terms of quick take-off and the ability of the vehicle to move quickly, handling and power can and are associated with more positive themes such as superior road-handling and the ability to function well as a "utility" vehicle.

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[2] vehicles turning, especially quick movements or slow movements into tight situations, claims about turning radius, suspension systems
[3] Hauling/pulling heavy objects, engine torque, displacement
[4] Vehicle rapidly accelerating, speedometer moving, claims of 0-60, first person view of motion,
[5] Vehicles at high speed, race cars, speed runs on test tracks, salt flats, first person view of motion, mention of top speeds
[6] Driving in slick conditions, rain, snow, mud. Demonstrations/descriptions of traction control systems

Exciting/Fun to drive was a primary theme that also decreased significantly in occurrence after the introduction (53% down to 37%) and subsequent revision of the code (30%). Within this primary theme, there were two sub-themes that showed the same pattern of decreased occurrence: Personal experience[7] and Performance experience[8]. These two sub-themes had an element of "thrill" driving, and it seems the code has lessened exposure to these themes. The other two sub-themes showed no meaningful change in pattern of occurrence.

There were no statistically significant changes in occurrence of any of the Safety sub-themes, which is not surprising since Safety as a primary theme showed no overall significant change. It is interesting to note however, that Safety increased slightly after the introduction of the code, but was present less often after the code was revised. There were a few other primary themes which changed in one direction after the introduction of the code, but then reversed that direction after the code was revised, although most of these patterns of change were not statistically significant (eg Luxury/Prestige, Comfort/Convenience, Durability, Well-engineered, For younger people and New/different). These patterns may reflect the effects of having the code made much clearer as a result of the revision, with manufacturers having a better understanding of what was acceptable and what was not acceptable. Another possible interpretation is that manufacturers were trying new approaches to comply with the code, but modified these when the code was revised.

Incentive/Sales was a primary theme that increased significantly in occurrence across the three time periods, and also was rated more often as a dominant theme both after the introduction of the code and after the code was revised, to the extent that it moved from being the 6th highest ranking theme for dominance to the highest ranking theme. It seems that manufacturers have turned to this theme as the most likely replacement for Performance and Exciting/Fun to drive.

Luxury/Prestige was another primary theme that decreased in occurrence, and it is difficult to interpret this change. A check was made on the sampling of the major "luxury" vehicles and it was quite consistent across the three time periods. It therefore seems that the change in occurrence of this primary theme may have been attributable to influences other than the introduction of the code.

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[7] The pleasure of driving the vehicle (pictures of driver with smile). Thrill of driving (close-ups of pupils dilating etc)

[8] The vehicle itself in an implied "fun" use (thrill riding)

4.2   Test group comparisons

Performance features

The identification of vehicle performance elements was commonly noted, even in those advertisements where it was not thought that they were present through the coding analysis. In Advertisement 1, Power, Manoeuvrability and Speed were nominated by participants, and they indicated this was because the advertisement specifically mentioned engine capacity and presented a series of brief scenes of the vehicle driving.

A number of themes were noted in Advertisement 2, by both the test groups and the official coding analysis. Specifically, acceleration and speed were noted across all groups, with Manoeuvrability and Stopping/Braking themes also noted in two of the test groups. The exciting and fun nature of the driving was also identified by three of the four groups. In the words of one test group member, the driver was shown "giving it a bit of curry" in his driving style.

Although Advertisement 3 was identified as generally having a depiction of performance by displaying a rally scene, no specific sub-themes were noted by coders. The test groups however were more specific in drawing the links between acceleration and speed themes flowing from the display of motor-sport. Advertisement 5 showed a similar pattern, with scenes of V8 touring car racing identified by the test group participants as being related to a number of performance themes. In this case however, the coders also generally agreed with these perceptions.

Unsafe behaviours

Advertisement 2, which had been previously noted as having a focus on performance by the content analysis, was seen as showing "apparent speeding." Scenes showing drivers changing positions and running onto the road to do so were also noted as unsafe. Some discrepancies of interpretation were noted between groups though. While project coders had identified that there were implications of the vehicle's speed ability, and Blue Collar Workers thought the car was shown exhibiting unnecessary speed changes, the Undergraduate group thought that this was potentially a demonstration of the vehicle's safe and responsive handling.

Advertisement 4 was identified by several of the test groups as showing a "burnout" and potentially unsafe driving ("towing a boat up a gravel hill!"). This was reflected in that the test groups and the content analysis noted the "Exciting/Fun to Drive" nature of the depictions. Specific comments from participants included that the driver of the vehicle was "making a game out of driving" or "showing off to the kids" present in the vehicle.

The remaining advertisements were generally not associated with illegal and unsafe behaviours. The fact that both Advertisement 6 and Advertisement 7 were described as showing driving "in the middle of the road", this was also clarified by statements that it was a presentation style to show the vehicle in the centre of the scene.

Similarly, the "toy cars" shown in Advertisement 7, although showing what could be considered dangerous behaviours (running after an oversize run-away wind-up car or crawling out a vehicle window), were clearly seen as "fantasy sequences" which were not directly related to encouraging unsafe or illegal road behaviours.

Safety features and themes

Those advertisements which had been selected as having specific mentions of safety features such as airbags and ABS were also identified by the test group participants as depicting the same features. Advertisements 1 and 6 were identified by a number of the groups as highlighting these particular features. The Undergraduate test group also mentioned that the vehicle in Advertisement 1 was shown driving slowly in general, while the Blue Collar Worker group mentioned that the road cars in Advertisement 6 were shown to be just "cruising" safely as well.

Explicit road rule breaking

No explicit road rule breaking was identified by the content analysis (coders) across all 7 advertisements, and the result was generally the same from the test groups. There was however a consistent perception across all groups that Apparent Speeding was present in Advertisement 2. While the coders did not note this driving behaviour as being present, the same advertisement was coded as using depictions of the related Speed and Acceleration performance themes. Members of the Blue Collar, TAFE and Rural groups did however mention that the drivers and passengers in Advertisement 2 would have had difficulty in fastening their seat-belts safely in the short space of time with which the vehicle resumed moving after switching drivers.

Racing and motorsport

Two of the advertisements used in the sample of seven were specifically identified by the content analysis as including scenes of racing, including both off-road rallying, and V8 touring cars. The scenes were clearly noticed by both test groups, though there was no indication in any of the groups that the depictions should be considered as encouraging the breaking of road rules. The scenes were generally agreed to be clearly separated from typical road driving, with differences in both presentation style and badging of vehicles. Implications of the crossover between the performance elements of the race vehicles and a standard car were mentioned, specifically for Advertisement 3 which showed both road

and rally vehicles. However in relation to this advertisement, members of the test groups considered that this link may have also been used to highlight the transfer of high quality engineering from racing vehicles to road-legal vehicles.

Agreement with coders

There was generally a high level of agreement between the coders and test groups regarding the perceptions of primary and secondary themes. Where at least two of the test groups nominated a theme as being present, it was counted as being perceived by the test groups as such. If only one test group nominated a theme, then it could have been a judgment by only one person out of the 40 who participated in the test groups, and it was therefore not deemed to have been perceived by the test groups as a whole. On this basis, there was 100% agreement between coders and test groups for the primary themes for five out of seven of the advertisements, 83% for one other (ie agreement on the presence or absence of five out of six primary themes), but only 67% (ie agreement on four out of six primary themes) for the remaining advertisement. This difference may lie in the stricter definitions used by coders in defining the general themes of 'safety' and 'exciting/fun to drive.' For the test groups, mentions of specific safety equipment (ABS, airbags) and fast-paced presentation methods were sufficient to warrant marking of these two themes. Coders however required more explicit and predominant mentions of safety or specifically 'exciting' depictions. For secondary themes, there was between 90% and 98% agreement for five advertisements, and 86% agreement for the other two advertisements. So overall it seems that the judgments by trained coders did reflect how the sample from the young driver public perceived the content of the advertisements.

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APPENDIX 1

CORE DEFINITIONS FOR CODING

Main Message	Secondary	Supporting	Stimuli/cues
1st Level	**2nd Level**	**3rd level**	**4th Level**
VEHICLE-RELATED			
Performance			
	Acceleration	Quick acceleration	Vehicle rapidly accelerating, speedometer moving, claims of 0-60, first person view of motion,
	Speed	Vehicle reaches high speeds	Vehicles at high speed, race cars, speed runs on test tracks, salt flats, first person view of motion, mention of top speeds
	Power	Vehicle has large pulling force	Hauling/pulling heavy objects, engine torque, displacement
	Maneuverability/Ride/Handling	Vehicle can maneuver easily and quickly	Vehicles turning, especially quick movements or slow movements into tight situations, claims about turning radius, suspension systems
	Traction	Vehicle holds the road or driving surface	Driving in slick conditions, rain, snow, mud. Demonstrations/descriptions of traction control systems
	Stopping/Braking	Quick braking or stopping ability	Demonstration of braking/stopping mentions of antilock brakes, claims about stopping distances
	Aerodynamics	Low amounts of drag or resistance.	Mentions of aerodynamics, demonstrations of aerodynamics, shapes that reduce wind drag
	Other		
Luxury/Prestige			
		Wealthy People Shown	People in tuxes/gowns, CEOs, bankers, arts people, polo, jewellery
		Setting/Activity for wealthy	The arts, Big business, Big events, ballooning, corporate/private jet
		Brand itself connotes prestige	If the advertiser presents the brand in a manner which connotes prestige inherently
		Music	Classical music, opera
		Voiceover	European accent (British, French, Italian, etc.)
		Other	
Comfort/Convenience			
	Roomy Interior		Shots of interior emphasizing spaciousness
	Comfortable Seating		Interior shots emphasizing plush, leather, or otherwise comfortable seating

Main Message	Secondary	Supporting	Stimuli/cues
1st Level	**2nd Level**	**3rd level**	**4th Level**
	Leg Room		Demonstration of more leg room, presents leg room statistics
	Passenger Capacity		Demonstrations of ability to hold a lot of people
	Cargo Capacity		Demonstrations of the ability to haul a large cargo. Mentions load bearing statistics.
	Ease of Entry/Exit		Demonstrations of pass through doors, climbing in/out of vehicle, raised doors
	Climate Control		Heating, ventilation, air conditioning
	Power Options/Control		Push buttons to operate windows, seats, doorlocks. Controls on steering wheel
	Audio/Visual		Sound System, CD, Video, DVD player
	Other		
Economy			
	Fuel Economy	High fuel economy	MPG claims, depiction of low fuel use
	Operating Expense	Low operating expense	Fuel costs, maintenance expense, repair expense
	Good Value for Money		Best buy awards, claims of good values,
	Low Price		Claims of low price, statistics comparing vehicle as lower priced then competition
	Other		
Quality/Reliability, Durability			
	Quality manufacturing		Plant scenes w/ robots, people discussing commitment to quality, testing of parts
	Tough and Rugged		Demonstrations of vehicles doing hard work and holding up, "like a rock"
	Dependable		Vehicle does not suffer breakdowns, can aid in getting through difficult situations
	Quality Claims		Quality is a key concern, mention of awards relating to quality
	Other		
Safety			
	Protection in crash		Airbag deployment, crash testing,
	Protects children		

Main Message **1st Level**	Secondary **2nd Level**	Supporting **3rd level**	Stimuli/cues **4th Level**
	Accident Avoidance		Maneuvering out of danger, avoiding an accident
	Personal Security		Door locks, vehicle starting in bad places, not breaking down in bad places, emergency call buttons
	Vehicle security		Theft deterrents, car alarms, engine immobiliser
	Protection from the elements		Safe and secure in a storm, rain, snow or the elements
	Aid after an accident		Tracking system, roadside assistance, hire-car provision
	Other		
Safety features			
	Airbags		
	Driver		Driver side airbag
	Passenger		Passenger side airbag
	Side Impact		Side airbags, inflate from side or door of vehicle
	Communication Systems	To contact agencies for assistance	Systems can aid in dangerous situations, emergency beacons, GPS tracking
	Antilock Brakes		Mentions or demonstrates the anti-lock or ABS (anti-skid braking system)
	Crush Zones		Refers to vehicle impact zone which crushes to absorb force. Also referred to as a 'crumple zone'
	Child Safety Seats		Seats specially provided for the purpose of transporting children safely
	Traction Control		Vehicle grips or holds the road, provides traction where otherwise not possible, displays or mentions automatic traction control systems to aid driving
	Infrared detectors	To detect vehicles and obstacles	Prevents accidents by providing information to the driver, eg: stopping and following distance
	Brand' supports safe driving	Promotes associations with safety	Quotes affiliation or commitment to safety bodies or organisations, or support for safety programs, involved in initial development of safety features / programs
	Other		
Well-Engineered			
	Design	Design is highly precise	Designers and computer design, clay models, blueprints and specifications,
	Manufacture	Manufacturing is of a high standard	Exacting standards, high tech manufacture, skilled workers who build the product, mentions error or accuracy rates in construction or functioning

Main Message	Secondary	Supporting	Stimuli/cues
1st Level	**2nd Level**	**3rd level**	**4th Level**
	Engineering Claims/Statements	Well engineered	Simple claims of being well engineered. Slogans, etc. eg "Isn't it nice when things just work?"
Attractive Styling			
	Attractive Appearance		
		Beauty Shot	Curvy or aggressive looking rather than square. Reminiscent of a racing car or sports car
		People admiring the vehicle	People crowding around car, touching vehicle etc
Vehicle Colour			
	Specify		Predominant colour of vehicle.
	High Contrast		Vehicle contrasts highly with the setting
	Low Contrast		Vehicle contrasts lowly with the setting
DRIVERS/OWNERS			
		Pitched at family consumer	Pictures of families or parents and children, if intended to convey this message
For Families			
		Pitched at younger consumer	
For Younger people			Pictures of 20s/single people
			Themes with trendy music, fashion, activities
Exciting/ Fun to Drive			
		Social experience - friends	Driving with friends
		Social experience - family	Driving with family
		Personal experience	The pleasure of driving the vehicle (pictures of driver with smile). Thrill of driving (close-ups of pupils dilating etc)
		Performance experience	The vehicle itself in an implied "fun" use (thrill riding)
Enjoying the good life			Pictures of older people engaging in activities associated with elegant living
ACTIVITIES			
Driving			
		No Driving	Vehicle is stationary
		Racing - on race track	Driving competitively against car/plane etc… Takes place on closed track, ripple strips, finish line, starting grid or similar cues
		Racing - off road	Driving competitively against car/plane etc…Takes place off sealed surface

Main Message	Secondary	Supporting	Stimuli/cues
1st Level	**2nd Level**	**3rd level**	**4th Level**
		Racing - on road	Driving competitively against car/plane etc…Takes place on sealed (eg - bitumen) surface, not
		Driving off road	Not on a road or road related area
		Driving in Countryside	On road, but in a country setting. Eg - farms, grassy plains
		Driving in city	Skyscrapers, buildings, apartments heavy traffic
		Driving in suburbs	Predominantly housing, housing estates, subdivided blocks, parks.
		Driving on test track	Closed track, not a public road
	Vacation		Scenes of people on vacation, or recreation, rather than normal daily activity
	Working		People engaging in their workday activity
	Shopping		People at the store or mall, making purchases
	Commuting		People going to or from work, school, university etc
	Buying a vehicle/at dealership		People purchasing vehicle from dealer or examining vehicles in a dealer setting. Cars shown on showroom floor.
	Vehicles being manufactured		Scenes within a factory
	Vehicle being tested		Taken for test drive, details of vehicle being examined
	Transporting Children		People driving with children in the vehicle
	Valet Parking		Vehicle taken by parking attendant
Social			
	Party/Picnic		
	Card Game		
	Just driving together		Driving socially together
	Dinner/Eating		
	Dating		
	Camping/Holiday		
	Dancing		
	Hobbies/Sports		
	At home		
	Other		
Illegal/unsafe Driving Activities or Messages			
	Unsafe Driving Practices		
		Extreme/ Unnecessary changes in direction and speed	Swerving, veering, rapid acceleration or sudden braking / skidding
		Setting vehicles on a collision course	Deliberately and unnecessarily setting vehicles driving directly towards one another.
		Deliberate loss of control	Skidding or sliding, loss of traction under acceleration, loss of contact with ground or road surface

Main Message	Secondary	Supporting	Stimuli/cues
1st Level	**2nd Level**	**3rd level**	**4th Level**
		Vehicle becomes airborne	Vehicle becomes fully or partially airborne (all four wheels or two wheels) lose contact with the ground or road surface.
		Driving whilst fatigued	To an extent that would be unacceptable by any commonwealth/state traffic law
		Environmental damage	Driver of vehicle causes deliberate and/or significant environmental damage which would be considered excessive or illegal
		Crash avoidance	Driver required to brake or swerve to avoid crash (other vehicle, object or pedestrian)
		Hands-free or speaker phone use	Driver uses mobile or car phone with hands-free or speaker set
		Reckless or menacing driving	Driving in a manner that endangers driver or other vehicles. May potentially not include speeding or causing a loss of control to the vehicle. Eg: tailgating
	Explicit road rule breaking		Unless depicted as part of an organised motor sport event that does not take place on a "road" or "road-related" area
		Driving over double white lines	Driving partially or fully over double white centre lines (incorrect side of the road) or crossing continuous white line
		Driving on wrong side of road	Driving on opposite wrong side of road, excluding advertisements where country of filming is unclear / unknown
		Turning / Changing lanes without indicating properly	Vehicle changes lanes or turns at an intersection without indicating or indicating incorrectly
		Apparent Speeding	Driving at speeds in or apparently in excess of commonwealth / state law.
		Driving under the influence of drugs or alcohol	To an extent that would be unacceptable by any commonwealth/state traffic law
		Not wearing safety helmets	Motorcyclists or passengers not wearing helmet, or not wearing a helmet which would be approved for legal use, while bike is in motion.
		Failure to wear a seatbelt	Seatbelt not worn or incorrectly fixed while the vehicle is in motion.
		Driving while using a hand-held phone	Excluding the use of a hands-free phone or speaker phone
		Carrying of passengers in tray or goods area of utility	People are being carried in the tray or goods area of a ute, in a non-standard seat
		Not displaying number/registration plate	
	Unsafe Driving Messages		
		Implied that the vehicle can reach extreme speeds quickly	Sound of engine being pushed hard, perceived speeding up or slowing of time, speedometer indicator moving quickly

Main Message	Secondary	Supporting	Stimuli/cues
1st Level	**2nd Level**	**3rd level**	**4th Level**
		Implied that the driver of the vehicle can master dangerous situations	Mentions or shows characteristics of the vehicle in terms of giving driver unrealistic levels of control in dangerous situations
		Implied that the power of similar racing vehicles can be transferred to the road	Implies that the competitiveness and power of similar racing models can be transferred to daily driving, eg - through cross-fades from racing to driving scenes
		Alcohol and driving are associated	Linkage between the consumption of alcohol and driving are made, ie - glorifying the use of the vehicle together with drinking
		Promotes hidden or underlying features of the vehicle that allow unrealistic outcomes to occur.	Represents or evokes by means of imperceptible devices particular facts or situations that cannot exist in reality, eg: vehicle is able to save lives / rescue people / perform tasks not designed for.
		Prompts the driver to break the law and infringe the basic rules governing careful driving	Provides prompting to drive illegally / unsafely, without necessarily demonstrating it explicitly.
		Use of motor sport to undermine safety messages	Using the scenarios of motor sport to demonstrate otherwise illegal or unsafe road behaviour.
		Role modelling speeding as positive	Parents or peers model speeding as a desirable or positive aspect of driving
		Role modelling unsafe driving as positive	Modelling of 'hooning,' aggressive driving or otherwise unsafe or illegal behaviours as a desirable or positive aspect of driving
		Exaggerated safety benefits	Benefits to the driver resulting from a safety feature are exaggerated. Absolute claims about increased safety are unsupportable eg: 'stops safely every time, under all conditions'
	Disclaimers about ad presentation		Disclaimers presented in text / spoken. Select closest fitting if similar or specify other disclaimer presented.
		Sequence filmed under controlled conditions	
		Sequence involved expert drivers	
		Viewers should not attempt to emulate depicted driving	
Safe Driving Behaviour			
	Other vehicles allowed to merge		Driver makes room for another vehicle to safely merge into traffic.
	Allowing reasonable braking distance		A reasonable braking distance is left between each of the vehicles to allow for any sudden stoppages.
	Driving slowly or carefully		Driver adopts slower or more careful driving to suit driving conditions.

Main Message	Secondary	Supporting	Stimuli/cues
1st Level	**2nd Level**	**3rd level**	**4th Level**
Crashes			
	Airbag deployment		Airbag is deployed as a result of accident / impact.
	Crash Testing		Crash testing impact of vehicle.
	Crash		Actual or simulated crash in the vehicle depicted.
Sports			Please specify the sport type
	Watching sport		Spectator, onlooker, passing by a sports event
	Playing sport		Vehicle or driver taking part in an actual or simulated sporting event / training etc.
OTHER THEMES			
Incentives/Sales			
	Leasing		All of these normally contained in visual details of the ad, when the incentive is mentioned
	Cash Back		Receive money back if take part in deal
	Monthly Payment		Can pay off the vehicle in monthly installments
	Down Payment		Provide an initial cost, but with benefits to consumer later
	Free Features		Additional features at no extra cost included, eg - A/C, on-road costs
	Savings		Reduction in price
	Trade-in		Receive money or saving if trade other vehicle
	Other Discounts		Miscellaneous discount deals, eg: links with other service providers
	Shows price		Displays vehicle price, implying low price
	General Sale Announcement		Year end sales, saleathons, sale-abrations, etc.
New/Innovative/Unique/ Different			
	New model		Statements about being a new model
	Different from the rest		Claims or illustrations of being different
New Technology			
		GPS	Global Positioning System
		Route Finding	Uses system to plot routes of travels for the driver
		Business Finding	Can track business locations
		Engine System	Engine immobiliser etc
		Braking System	Anti-Skid Braking System (ABS) etc
		Sliding Automatic Door	Door that closes automatically and safely
Heritage			
	Brand/Company		Reminders of the company or vehicle's history given
	Nationality		Reminders of the nation of origin of the vehicle and how this affects it

Main Message	Secondary	Supporting	Stimuli/cues
1st Level	**2nd Level**	**3rd level**	**4th Level**
Customer Satisfaction			
		Awards	Awards for customer satisfaction
		Customer Loyalty	Statistics about loyal customers, examples of loyal customers
Customer Service / Experience			
		Sales Experience	Shows the owner/purchaser working with the salesperson
		Repair Experience	Deals with how customer was treated over the repair or replacement of parts on the vehicle
		Service (In Dealership) Experience	Shows the parts/service area of a dealership, especially for routine maintenance or after sale education about the vehicle
Utility			Shows multi-purpose usage.
		Carrying people	Carries passengers other than driver
		Carrying cargo	Carries significant amount of cargo
Award Winner			
			Award is mentioned, shown
Best Selling/Most Popular			Claims/Statistics about sales
Special Events		Linking vehicle with charity/sporting event etc.	Quotes affiliation with a charity/event
Contact Details		Shows 1800 #	For more information, see….
		Shows web address	For more information, see….
Other			
Actors/Actresses			
None		No actors or actresses shown	In scenes with lots of people, try to be as complete as possible. Scenes of a mass of people should be noted separately
			In some cases, the major actor/actress is just a part of the Body (a foot, a hand, etc.) Try to code as best as possible
Mass/ Crowd		Lots of indistinguishable people shown	
Sex			
Male			
Female			

Main Message	Secondary	Supporting	Stimuli/cues
1st Level	**2nd Level**	**3rd level**	**4th Level**
<u>Ethnicity</u>			
Caucasian			White / European background
Indigenous			Aboriginal / Torres-strait Islander / or Indigenous to country outside Australia
Asian			Asian background
Unknown			Indistinguishable racial background, please specify
<u>Age</u>			Indicate the age of character(s) featured if there are more than one character please indicate their ages using consecutive #
Child (Under Driving Age)			Appears below 16 or age to have gained a licence.
Teenager (Driving Age)			Appears between the ages of 16 to 19, in the range which licences are available.
20-24			
25-39			
40-55			
Over 55			
<u>Socio-economic status (SES)</u>			Indicate the SES of the character(s) featured if there are more than one character please indicate their SES using consecutive #
Wealthy/Upscale			clear signs of wealth, expensive homes, vehicles, clothing, jewellery, activities, setting
Middle Class			"Average" people in "normal" settings doing "normal" things
Working Class			People of limited means. May be employed, but at bottom rung. Low wage physical labour
<u>Occupation</u>			If possible indicate the occupation of the character(s) in the ad. If there are more than one character please indicate their occupation using consecutive numbers
Unknown			Actor's occupation can not be determined
<u>Celebrities</u>			
Entertainment			
Fashion			
Military			
Political			
Sports			
Non-Human			
Animals			
Animated Characters			Drawings, computer animation, clay models etc
Robots			Mechanical / Non-human figures
Crash Test Dummies			Dummies used for crash impact trials

Main Message	Secondary	Supporting	Stimuli/cues
1st Level	**2nd Level**	**3rd level**	**4th Level**
Settings			
Broad Setting Type			
Studio			Shots obviously on a sound stage within the studio
City			Tall buildings, skyline, brownstones/row houses,
Suburbs			Neighbourhoods, housing developments,
Country/Great Outdoors			Mountains, woodlands, desert, oceans, rivers, etc.
School			In or in front of a college, high school, grade school, graduation hats, etc.
Home			In or in front of a person home, driveway
Parking Lot			Carpark markings, trolley bays,
Shopping Centre/Store			In or outside a shopping centre or single store. Shop fronts, Sale banners.
Cultural Venue			Theatre, Opera, Symphony, Art Gallery
Sporting Venue			Stadium, Ballpark
Dealership			In or around a dealership's car yard.
Friends / Neighbours/ Relatives			House next door to home, gone home to visit parents etc
Wind Tunnel			Testing aerodynamics, air flow in wind tunnel
Workplace/Office			Office block, chairs/computers/desks. Other work setting - eg construction site
Foreign		Foreign to the country the ad was broadcast in	Eg, for Australian ads: castles, American/Asian/European accents,
Rural / Farming			Crop paddocks, cattle, tractors and sheds etc
Petrol Station			Petrol pumps, oil, fuel etc
Other			
Driving Conditions			
Fine weather			Good visibility, no rain or other natural distractions.
Dust / Loose Sand			Surface has sufficient dust / sand that it can create a cloud or influence vision
Wet Road			Driving surface is wet due to rain or any other occurrence
Icy Road			Driving surface is covered partially or fully in ice
Light Rain			It is raining lightly
Heavy Rain			Heavy rain that would perceivably impact significantly on visibility or vehicle handling
Snow			Road surface or surrounds partially or fully covered in snow
Strong Winds			Vehicle is travelling through strong winds that could perceivably affect vehicle handling
Lighting			
Glaring Light			Light from the sun or artificial means is depicted as or is perceivably affecting driver visibility
Daytime			Scene depicted is shot during the daytime

Main Message	Secondary	Supporting	Stimuli/cues
1st Level	**2nd Level**	**3rd level**	**4th Level**
Nighttime			Scene depicted is shot during the nighttime
Dusk			Scene depicted is shot around dusk, ie - sun setting, low light
Dawn			Scene depicted is shot around dawn, ie - sun rising, low light
Techniques of			
Presentation			
Staged event			Vehicle depicted in a staged event (such as on a very steep slope near cliff edge)
Fantasy sequence			Vehicle depicted in a computer game sequence, movie related sequence, or put in impossible/implausible situations
Flashback			
Exaggeration of vehicle abilities			Vehicle completes maneuvers that are exaggerated or unrealistic
Humour			
Edited driving footage		Time lapse photography, camera tricks	Footage is edited to depict vehicle travelling faster (or otherwise) to what it actually is
Competitive Comparison			Competing brand is mentioned/shown with details of the vehicles compared
1st person view from vehicle			Personal impressions or viewpoint given
Shows interior of vehicle			Pans through internal vehicle structures
Describes / shows features			Presents positive features included in the vehicle
Provides benefits			Depicts benefits that arise as a result of the vehicle
Shows lifestyle			Depicts a particular positive lifestyle attribute which is associated with the vehicle
Sexiness			
Depicts provocative posing of actors			Models, possibly dressed scantily, are depicted posing with the vehicle.
Allusions between vehicle and sex			Allusions are made between the presentation style of the advertisement and the depiction of sexual or sexually suggestive content
Vehicle as attractive to opposite sex			Implied that the vehicle will make the driver or passengers more attractive to the opposite sex.
Metaphors			Vehicle is described as being a(n)…
Vehicle as airplane			…airplane
Vehicle as animal			…animal
Vehicle as spaceship			…spaceship
Vehicle as an escape			…escape
Other			

Main Message	Secondary	Supporting	Stimuli/cues
1st Level	**2nd Level**	**3rd level**	**4th Level**
Music			
Rock			
Blues			
Opera			
Classical			
Country			
Jazz			
Rap/Hip Hop			
Reggae			
Swing			
Other			
None			

Appendix 2

Coding sheets

1

Advertising Study Coding Form

Coder _____

Check if Present

Ad Id				
Brand Code				
Date (Month/Year)				
Pr/Po (RA Use Only)				

Vehicle Type   **Page 1**

Car Station Wagon				
Car Sedan				
Car Hatchback				
Utility - covered goods area				
Utility - uncovered goods area				
4-Wheel Drive/ All Wheel Drive				
Van				
Truck				
Articulated Vehicle				
Motor Cycle				
Moped or Scooter				
Minibus				
Other (specify)				
Other (specify)				

Page 2

PRIMARY THEME / MAIN MESSAGE   Check all that apply, use a P to indicate the strongest themes.

Performance				
Luxury/Prestige				
Comfort/Convenience				
Economy/Good Value				
Quality, Reliability Durability				
Safety				
Well-Engineered				
Attractive Styling				
For Families				
For Younger People				
Exciting/Fun to Drive				
Incentives/Sales				
New/Different				
New Technology				
Heritage				
Customer Satisfaction				
Customer Experience				
Utility				
An Escape				
Award Winner				
Best-Selling/Most Popular				
Special Events				
Other (specify)				

Advertising Study Coding Form

Coder _____

Check if Present

Ad Id				
Brand Code				
Date (Month/Year)				
Pr/Po (RA Use Only)				

Detailed Themes

Themes about the Vehicle

Performance — **Page 3**

Acceleration				
Speed				
Power				
Manoeuvrability/Ride/Handling				
Traction				
Stopping/Braking				
Aerodynamics				
Other (specify)				

Luxury/Prestige

Comfort/Convenience — **Page 3-4**

Roomy Interior				
Comfortable Seating				
Leg Room				
Passenger Capacity				
Cargo Capacity				
Ease of Entry/Exit				
Climate Control				
Power Options/Controls				
Audio/Visual				
Other (specify)				

Economy — **Page 4**

Fuel Economy				
Operating Expense				
Good Value for Money				
Low Price				
Other (specify)				

Quality, Reliability, Durability — **Page 5**

Quality manufacturing				
Tough and Rugged				
Dependable				
Quality Claims				
Other (specify)				

3   **Advertising Study Coding Form**

Coder _____

Check if Present

Ad Id				
Brand Code				
Date (Month/Year)				
Pr/Po (RA Use Only)				

Safety	**Page 5**			
Protection in a crash				
Protects Children				
Accident Avoidance				
Personal Security				
Vehicle Security				
Protection from Elements				
Aid after an accident				
Other (specify)				

Safety features	**Page 6**			
Air Bags				
Driver				
Passenger				
Side Impact				
Communication Systems				
Antilock Brakes (ABS)				
Crush Zones				
Child Safety Seats				
Traction Control				
Infrared detectors				
Brand supports safe driving				
Other (specify)				

Well-Engineered	**Page 7**			
Design				
Manufacture				
Engineering claims/statements				
Other (specify)				

Attractive Styling				

Vehicle Colour	**Page 7**			
Specify				
High Contrast				
Low Contrast				

4

Advertising Study Coding Form

Coder _____

Check if Present

Ad Id				
Brand Code				
Date (Month/Year)				
Pr/Po (RA Use Only)				

Themes about Drivers/Owners — **Page 7**

For Families				
For Younger people				
Enjoying the Good Life				

Exciting/Fun to Drive

Social experience - friends				
Social experience - family				
Personal experience				
Performance experience				

Activities
Driving — **Page 8**

No Driving				
Racing - on race track				
Racing - off road (eg Rally)				
Racing - on road (eg Suburbs)				
Driving off road				
Driving in countryside				
Driving in city				
Driving in suburbs				
Driving on test track				
Other (specify)				

Vacation				
Working				
Shopping				
Commuting				
Buying a vehicle/at dealership				
Vehicles being manufactured				
Vehicle being tested				
Transporting Children				
Valet parking				

Social — **Page 8**

Party/Picnic				
Card Game				
Dinner/Eating				
Just Driving Together				
Dating				
Dancing				
Hobbies/Sports				
Working				
Camping/Holiday				
At home				
Other (specify)				

5

Advertising Study Coding Form

Coder _____

Check if Present

Ad Id				
Brand Code				
Date (Month/Year)				
Pr/Po (RA Use Only)				

Illegal/Unsafe Driving Activity
Unsafe Driving **Page 9**

Extreme/ Unnecessary changes in direction and speed				
Setting vehicles on a collision course				
Deliberate loss of control				
Vehicle becomes airborne				
Driving whilst fatigued				
Environmental damage				
Crash avoidance				
Hands-free or speaker phone use				
Reckless or menacing driving				

Explicit Road Rule Breaking **Page 10**

Driving over double white lines				
Driving on wrong side of road				
Turning / Changing lanes without indicating				
Apparent Speeding				
Driving under the influence of drugs or alcohol				
Not wearing safety helmets				
Failure to wear a seatbelt				
Driving while using a phone				
Carrying of passengers in tray or goods area of utility				
Not displaying number/registration plate				

Advertising Study Coding Form

Coder _____

Check if Present

Ad Id				
Brand Code				
Date (Month/Year)				
Pr/Po (RA Use Only)				

Unsafe Driving Messages	**Page 11**			
Implied that the vehicle can reach extreme speeds quickly				
Implied that the driver of the vehicle can master dangerous situations				
Implied that the power of similar racing vehicles can be transferred to the road				
Alcohol and driving are associated				
Promotes hidden or underlying features of the vehicle that allow unrealistic outcomes to occur.				
Prompts the driver to break the law and infringe the basic rules governing careful driving				
Use of motor sport to undermine safety messages				
Role modelling speeding as positive				
Role modelling unsafe driving as positive				
Exaggerated safety benefits				

Disclaimers	**Page 11**			
Sequence filmed under controlled conditions				
Sequence involved expert drivers				
Viewers should not attempt to emulate depicted driving				
Other (specify)				

Advertising Study Coding Form

Coder _____

Check if Present

Ad Id				
Brand Code				
Date (Month/Year)				
Pr/Po (RA Use Only)				

Safe Driving Behaviour   **Page 12**

Other vehicles allowed to merge				
Allowing reasonable braking distance				
Driving slowly or carefully				
Other (specify)				
Other (specify)				

Crashes   **Page 12**

Air Bag deployment				
Crash Testing				
Crash				
Other (specify)				

Sports

Watching sport				
(specify)				
Playing sport				
(specify)				

Other Themes
Incentives/Sales   **Page 12**

Leasing				
Cash Back				
Monthly Payment				
Down Payment				
Free Features				
Savings				
Trade-In				
Other Discounts				
Shows Price				
General Sale Announcement				

New/Innovative/Different   **Page 13**

New model				
Different from the rest				

8 **Advertising Study Coding Form**

Coder _____

Check if Present

Ad Id				
Brand Code				
Date (Month/Year)				
Pr/Po (RA Use Only)				

New Technology — **Page 13**

GPS				
Route Finding				
Business Finding				
Engine System				
Braking System				
Sliding Automatic Door				
Other (specify)				
Other (specify)				

Heritage — **Page 13**

Brand/Company				
Nationality				

Customer Satisfaction — **Page 13**

Awards				
Customer Loyalty				

Customer Service/Experience — **Page 13**

Sales Experience				
Repair Experience				
Service (In Dealership) Experience				

Page 14

Utility

Carrying people				
Carrying cargo				
Towing				
Other (specify)				

An Escape

Award Winner — **Page 14**

NRMA				
RACQ/RACV				
Choice Magazine				
Wheels Magazine				
AAA Award				
Non-award endorsement				
Other (specify)				
Other (specify)				

9

Advertising Study Coding Form

Coder _____

Check if Present

Ad Id				
Brand Code				
Date (Month/Year)				
Pr/Po (RA Use Only)				

Type of Award

Safety Industry Related				
Consumer Choice				
Motor Sport Related				

Page 14

Best selling/Most popular				

Special Events **Page 14**

Races				
Charity Events				
Other				

Contact Details **Page 14**

Shows 1800#				
Shows Web Address				
Other (Specify)				

Page 14

Actors/Actresses Please specify the numbers in each category. Mark a D next to those that are drivers.

None				
Mass/Crowd				

Sex **Page 15**

Male				
Female				

Ethnicity **Page 15**

Caucasian				
Indigenous				
Asian				
Other (specify)				
Unknown				

Age **Page 15**

Child (Under Driving Age)				
Teenager (Driving Age)				
20-24				
25-39				
40-55				
Over 55				
Unknown				

SES **Page 15**

Wealthy/Upscale				
Middle Class				
Working Class				
Other (specify)				
Unknown				

Advertising Study Coding Form

Coder _____

Check if Present

Ad Id				
Brand Code				
Date (Month/Year)				
Pr/Po (RA Use Only)				

Occupation	**Page 15**			
(specify)				
Unknown				

Celebrities	**Page 15**			
Entertainment				
Fashion				
Military				
Political				
Sports				
Other				

Write in Celebrity Name				

Non-Human	**Page 16**			
Animals				
Animated Characters				
Robots				
Crash Test Dummies				
Other (specify)				

Advertising Study Coding Form

Coder _____

Check if Present

Ad Id				
Brand Code				
Date (Month/Year)				
Pr/Po (RA Use Only)				

Settings

Broad Setting Type — **Page 16**

Studio				
City				
Suburbs				
Country/Great Outdoors				
School				
Home				
Parking Lot				
Shopping Centre/Store				
Cultural Venue				
Sporting Venue				
Dealership				
Friends/Neighbours/Relatives				
Wind Tunnel				
Workplace/Office				
Foreign				
Rural/Farming				
Petrol Station				
Other (specify)				

Driving Conditions — **Page 17**

Fine weather				
Dust / Loose Sand				
Wet Road				
Icy Road				
Light Rain				
Heavy Rain				
Snow				
Strong Winds				
Other (specify)				

Lighting — **Page 17**

Glaring Light				
Daytime				
Nighttime				
Dusk				
Dawn				

Advertising Study Coding Form

Coder _____

Check if Present

Ad Id				
Brand Code				
Date (Month/Year)				
Pr/Po (RA Use Only)				

Techniques of Presentation — **Page 18**

Staged Event				
Fantasy Sequence				
Flashback				
Exaggeration of Car Abilities				
Humour				
Edited Driving Footage				
Competitive Comparison				

1st person view from vehicle				
Shows interior of vehicle				

Describes/Shows features				
Provides benefits				
Shows lifestyle				

Sexiness — **Page 18**

Depicts provocative posing of actors				
Allusions between car and sex				
Car as attractive to opposite sex				

Metaphors — **Page 18**

Car as airplane				
Car as animal				
Car as spaceship				
Car as an escape				
Other (specify)				

Music — **Page 19**

Rock				
Blues				
Opera				
Classical				
Country				
Jazz				
Rap/Hip Hop				
Reggae				
Swing				
Other				
None				

Appendix 3

The 'Advertising for Motor Vehicles Voluntary Code of Practice'

FEDERAL CHAMBER OF AUTOMOTIVE INDUSTRIES

VOLUNTARY CODE OF PRACTICE FOR MOTOR VEHICLE ADVERTISING

EXPLANATORY NOTES

CONTEXT

The Voluntary Code of Practice for Motor Vehicle Advertising (the Code) has been instituted by the Federal Chamber of Automotive Industries (FCAI) as a means of industry self-regulation of motor vehicle advertising in Australia. The primary purpose of the Code is to provide guidance to advertisers in relation to appropriate standards for the portrayal of images, themes and messages relating to road safety.

Vehicle occupant protection and road safety are primary concerns for the automotive industry in the design and operation of all motor vehicles supplied to the Australian market. FCAI endorses the National Road Safety Strategy and acknowledges the importance of increased road safety awareness in the Australian community and fully supports the efforts of all relevant Commonwealth, State and Territory authorities to secure this outcome.

DATE OF COMMENCEMENT

This revised version of the Code is to be applied to all advertisements for motor vehicles published or broadcast in Australia from 1 July 2004.

SCOPE AND COVERAGE OF THE CODE

The Code is to be applied to all forms and mediums for advertising of motor vehicles in Australia. This includes television, radio, print media, cinema, billboards and Australian domain internet websites.

GUIDANCE TO ADVERTISERS

The FCAI supports a responsible approach to advertising for motor vehicles. FCAI asks advertisers to be mindful of the importance of road safety and to ensure that advertising for motor vehicles does not contradict road safety messages or undermine efforts to achieve improved road safety outcomes in Australia.

Advertisers should ensure that advertisements do not depict, encourage or condone dangerous, illegal, aggressive or reckless driving. Moreover, advertisers need to be

mindful that excessive speed is a major cause of death and injury in road crashes and accordingly should avoid explicitly or implicitly drawing attention to the acceleration or speed capabilities of a vehicle.

FCAI acknowledges that advertisers may make legitimate use of fantasy, humour and self-evident exaggeration in creative ways in advertising for motor vehicles. However, such devices should not be used in any way to contradict, circumvent or undermine the provisions of the Code.

In particular, it is noted that use of disclaimers indicating that a particular scene or advertisement was produced under controlled conditions; using expert drivers; that viewers should not attempt to emulate the driving depicted; or expressed in other similar terms, should be avoided. Such disclaimers cannot in any way be used to justify the inclusion of material which otherwise does not comply with the provisions of the Code.

Advertisers should avoid references to the speed or acceleration capabilities of a motor vehicle (for example, "0-100 km/h in 6.5 seconds"). Other factual references to the capabilities of the motor vehicle (for example, cylinder capacity, kilowatt power of the engine, or maximum torque generated) are acceptable, provided that they are presented in a manner that is consistent with the provisions of the Code.

The Code contains a specific clause (clause 3) relating to the use of motor sport, simulated motor sport and similar vehicle testing or proving activities in advertising. It is acknowledged that motor sport plays a crucial role in brand promotion and the development and testing of crucial technologies, many of which result in safer vehicles. Accordingly the Code seeks to ensure that advertisers can continue to legitimately make use of motor sport in advertising, provided that care is taken to ensure that depictions of speed, racing and other forms of competitive driving are clearly identified as taking place in this context. FCAI urges also advertisers to avoid any suggestion that depictions of such vehicles participating in motor sport, or undertaking other forms of competitive driving are in any way associated with normal on-road use of motor vehicles.

In addition, it is noted that the Code contains a clause (clause 4) relating to the depiction of off-road vehicles which have been designed with special features for off road operation. This clause provides some limited flexibility allowing advertisers to legitimately demonstrate the capabilities and performance of such vehicles in an off-road context. In so doing however, care should be taken to ensure that all other provisions and the underlying objectives of the Code are still adhered to. In particular, advertisers should be mindful to ensure that advertisements for such vehicles do not involve the depiction of 'excessive' or 'unsafe' speed. Equally, advertisers should avoid portrayal of images of off-road driving which could otherwise be construed as being unsafe.

In interpreting and applying the Code, FCAI asks that advertisers take into account both the explicit and implicit messages that are conveyed by an advertisement. Advertisers should make every effort to ensure that advertisements not only comply with the formal provisions of the Code but are also consistent with the objectives and guidelines expressed in these Explanatory Notes which accompany the Code.

COMPLIANCE AND ADMINISTRATION

Assessment of compliance with the Code is to be administered by the Advertising Standards Board (ASB). The ASB will review all public complaints made against advertisements for motor vehicles under the terms of the Code.

In administering the Code, the ASB is to give relevant advertisers the opportunity to present such evidence as they deem appropriate in defence of an advertisement under review, prior to making any determination in relation to its consistency, or otherwise, with the provisions of the Code.

The ASB will ensure that all complaints are considered in a timely fashion. As a general rule the panel should finalise its determination within one calendar month of a complaint having been received. Where necessary the ASB may be required to meet more frequently to ensure the timely consideration of complaints.

The ASB will arrange prompt publication of the reasons for all decisions on its website. An annual report on the outcomes of the complaint process will be compiled and published.

Companies may also seek an opinion, from the ASB, on whether the content of a planned advertisement meets the Code, prior to finalisation and release of the advertisement.

FCAI and ASB will work to increase public awareness of the Code and the complaints process.

CONSULTATION

In developing the Code, FCAI has undertaken an extensive process of consultation with a wide range of stakeholders, including representatives of the following:

(a)   The Federal Government and its agencies (including the Australian Transport Safety Bureau);

(b)   Relevant State and Territory Government authorities;

(c)   The National Road Safety Strategy Panel (which comprises representatives of police services, road safety authorities, motoring organisations and industry groups);

(d)   The Australian Automobile Association;

(e)   The Australian Association of National Advertisers; and

(f)   The Advertising Standards Bureau Limited.

REVIEW OF THE CODE

FCAI will undertake a review of the current version of the Code, (in consultation with all parties listed above) commencing in December 2005. The process of this review should be completed by end-March 2006.

CODE OF PRACTICE FOR MOTOR VEHICLE ADVERTISING

1.   DEFINITIONS

In this Code, the following definitions apply:

(a)   *Advertisement*: means matter which is published or broadcast in all of Australia, or in a substantial section of Australia, for payment or other valuable consideration and which draws the attention of the public, or a segment of it, to a product, service, person, organisation or line of conduct in a manner calculated to promote or oppose directly or indirectly that product, service, person, organisation or line of conduct.

(b)   *Off-road vehicle*: means a passenger vehicle having up to 9 seating positions including that of the driver having been designed with special features for off-road operation, consistent with the requirements of the definition for such a vehicle as provided in the Australian Design Rules (MC category). An off-road vehicle will normally have 4 wheel drive.

(c)   *Motor sport:* means racing, rallying, or other competitive activities involving motor vehicles of a type for which a permit would normally be available under the National Competition Rules of the Confederation of Australian Motor Sport, or other recognised organising body.

(d)   *Motor vehicle*: means passenger vehicle; motorcycle; light commercial vehicle and off-road vehicle.

(e)   *Road*: means an area that is open to or used by the public and is developed for, or has as one of its main uses, the driving or riding of motor vehicles.

(f)   *Road-related area*: means an area that divides a road; a footpath or nature strip adjacent to a road; an area that is not a road and is open to the public and designated for use by cyclists or animals; an area that is not a road and that is open to or used by the public for driving, riding or parking motor vehicles.

2.   GENERAL PROVISIONS

Advertisers should ensure that advertisements for motor vehicles do not portray any of the following:

(a)   Unsafe driving, including reckless and menacing driving that would breach any Commonwealth law or the law of any State or Territory in the relevant jurisdiction in which the advertisement is published or broadcast dealing with road safety or traffic regulation, if such driving were to occur on a road or road-related area, regardless of where the driving is depicted in the advertisement.

[*Examples*: Vehicles travelling at excessive speed; sudden, extreme and unnecessary changes in direction and speed of a motor vehicle; deliberately and unnecessarily setting motor vehicles on a collision course; or the apparent and deliberate loss of control of a moving motor vehicle.]

(b) People driving at speeds in excess of speed limits in the relevant jurisdiction in Australia in which the advertisement is published or broadcast.

(c) Driving practices or other actions which would, if they were to take place on a road or road-related area, breach any Commonwealth law or the law of any State or Territory in the relevant jurisdiction in which the advertisement is published or broadcast directly dealing with road safety or traffic regulation.

[*Examples*: Illegal use of hand-held mobile phones or not wearing seatbelts in a moving motor vehicle. Motorcyclists or their passengers not wearing an approved safety helmet, while the motorcycle is in motion.]

(d) People driving while being apparently fatigued, or under the influence of drugs or alcohol to the extent that such driving practices breach any Commonwealth law or the law of any State or Territory in the relevant jurisdiction in which the advertisement is published or broadcast dealing directly with road safety or traffic regulation.

(e) Deliberate and significant environmental damage, particularly in advertising for off-road vehicles.

3. USE OF MOTOR SPORT IN ADVERTISING

Without limiting the general application of clause 2, advertisers may make use of scenes of motor sport; simulated motor sport; and vehicle-testing or proving in advertising, subject to the following:

(a) Such scenes should be clearly identifiable as part of an organised motor sport activity, or testing or proving activity, of a type for which a permit would normally be available in Australia.

(b) Any racing or competing vehicles depicted in motor sport scenes should be in clearly identifiable racing livery.

4. DEPICTION OF OFF-ROAD VEHICLES

An advertisement may legitimately depict the capabilities and performance of an off-road vehicle travelling over loose or unsealed surfaces, or uneven terrain, not forming part of a road or road related area. Such advertisements should not portray unsafe driving and vehicles must not travel at a speed which would contravene the laws of the State or Territory in which the advertisement is published or broadcast, were such driving to occur on a road or road related area.