

# DEUTSCHER WERBERAT

## GERMAN ADVERTISING STANDARDS COUNCIL PRONOUNCEMENT ON RESPONSIBLE USE OF TRAFFIC NOISES IN RADIO ADVERTISING

**(Valid from September 2000)**

Some radio advertisements deploy sounds and portray situations based on real-life traffic noises.

The German Advertising Standards Council does not consider the use of attention-grabbing sounds in radio advertising as being detrimental to road safety by definition. Its use ought to be avoided, however, when in view of the technical make-up of the commercial, its general tenor and the context of the plot there is a danger of motorists being distracted from the immediate driving situation and reacting inappropriately.

In support of efforts to prevent road accidents, the German Advertising Standards Council appeals to all advertisers, advertising agencies and advertising media to avoid the use of 'critical' noises in radio advertisements. These include:

- Sudden braking noises, including squealing tyres
- Crash and accident noises suggesting a collision
- Aggressive horn-sounding
- Emergency sirens and similar warning signals

