



CASE REPORT

- | | |
|-------------------------------|------------------------------------------|
| 1. Complaint reference number | 24/04 |
| 2. Advertiser | Jurox Pty Ltd (Q Drench) |
| 3. Product | Other |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 17 February 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a cartoon sheep talking about worms and states that Jurox Q-Drench should be used on sheep as it will ‘Get rid of the Baaastards’.

THE COMPLAINT

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

“I have a four year old child that has put the ad together in his own head and now goes around saying “Get rid of the Bastards””

“I find this utterly disgraceful that anyone would allow that kind of language on any kind of ad that children can hear and repeat”

“What I find offensive about the ad is that the term bastard is used in a derogatory fashion.”

THE ADVERTISER’S RESPONSE

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

“The word “baaastard” is used in the colloquial, not literal sense. This is a common Australian expression used in this case by a cartoon sheep to describe parasitic worms that threaten its health and wellbeing. The term is in no way directed at any individual or group of people.”

THE DETERMINATION

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

The Board noted that in the context of prevailing community standards, the majority of people would find the use of the language humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to language.

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