



CASE REPORT

1. Complaint reference number	449/03
2. Advertiser	Nissan Motor Co (Aust) Pty Ltd (Pulsar)
3. Product	Vehicles
4. Type of advertisement	Radio
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 is a radio ad in which snoring is heard and then the voiceover states that the snoring is the Nissan Pricing Department. He then states that the Nissan Pricing Department had not done a *'bloody thing'* in relation to the changes to the new Pulsar.

THE COMPLAINT

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

"The word 'bloody' is a swear word and should not be used in good, civilised company and I expect the media not to promote the use of bad language". "If the board considers the word "bloody" acceptable then this is a sad reflection on our society ..."

THE ADVERTISER'S RESPONSE

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

"I note that a generation or two ago the use of the word 'bloody' may not have been seen as generally acceptable. However, times and views change, and we believe that far from being offensive, the use of the word 'bloody' is now broadly accepted by the general public as a means of conveying an emotional emphasis."

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 not find the word 'bloody' 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 complaint.