



ADVERTISING  
STANDARDS  
BOARD

Level 2, 97 Northbourne Avenue, Turner ACT 2612  
Ph: (02) 6173 1500 | Fax: (02) 6262 9833  
[www.adstandards.com.au](http://www.adstandards.com.au)

ACN 084 452 666

# Case Report

<b>1</b>	<b>Case Number</b>	<b>0009/15</b>
<b>2</b>	<b>Advertiser</b>	<b>North Wollongong Hotel</b>
<b>3</b>	<b>Product</b>	<b>Entertainment</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Poster</b>
<b>5</b>	<b>Date of Determination</b>	<b>28/01/2015</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Upheled - Modified or Discontinued</b>

## ISSUES RAISED

2.5 - Language Strong or obscene language

## DESCRIPTION OF THE ADVERTISEMENT

Pole Poster to advertise our New Years Eve event. The names of the artists performing include: Bombs Away, Starfuckers and The Twins.

## THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*The signage includes the term "StarFuckers", which I understand represents a DJ act. This term is on full display in multiple locations as indicated above. Signage is located close to bus stop shelters and easily visible from the roadway and by pedestrians.*

## THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

*The pole posters contained an obscenity. This was the name of an artist performing at the event.*

*The posters have been removed.*

*We won't be using pole posters as part of any marketing campaign in the future.*

## **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 the complainant’s concerns that the advertisement features language which is inappropriate for outdoor display.

The Board viewed the advertisement and noted the advertiser’s response.

The Board considered whether the advertisement was in breach of Section 2.5 of the Code. Section 2.5 of the Code states: “Advertising or Marketing Communications shall only use language which is appropriate in the circumstances (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided”.

The Board noted the advertisement features the names of acts appearing at a New Year’s Eve party and that one of the acts is called ‘Starfuckers’.

The Board noted that the ‘F’ word is a word still considered strong if not obscene by the broader community. The Board noted that the posters featuring the advertisement are displayed prominently on a number of outdoor locations and that the yellow background and bold text means that the advertisement is clear and easy to read.

The Board noted it had previously upheld similar complaints about outdoor posters featuring the names of bands (“Holy Fuck” in case 0032/11 and “Fuck the Reaper” in case 0362/11). A minority of the Board considered that in the current advertisement the F word is part of a bigger word and is therefore less prominent. The majority of the Board however considered that consistent with these previous determinations and in the context of prominent outdoor locations and a very broad audience that would include children, the word, “Starfuckers” is inappropriate.

The Board considered that the advertisement did use language which was strong, obscene or inappropriate in the circumstances.

The Board determined that the advertisement did breach Section 2.5 of the Code.

Finding that the advertisement did breach Section 2.5 of the Code, the Board upheld the complaint.

## **THE ADVERTISER'S RESPONSE TO DETERMINATION**

The posters have been removed and we will no longer be using pole posters as a form of advertising.

