



Case Report

1	Case Number	0023/17
2	Advertiser	BCF
3	Product	Retail
4	Type of Advertisement / media	TV - Pay
5	Date of Determination	18/01/2017
6	DETERMINATION	Dismissed

ISSUES RAISED

2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

There are different versions of this television advertisement for BCF: Boxing Day sales and Stocktake sales. Each version promotes three types of boating, camping and fishing products while playing the BCF jingle – “Boating, camping, fishing is BCFing fun!”

THE COMPLAINT

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

I am offended by this part of the jingle "B C effing fun" repeated at least twice in the jingle. I have also seen this ad on free-to air TV. This is a thinly disguised use of the F word.

*The word effing these days is used for the four letter word f***king and therefore is most inappropriate to be aired on TV. I object to the wording, whether people use the replacement word or not, it still refers to the swear word.*

It is a catchy tune but i don't think it is appropriate to have a song that implies having BCF'ing fun, they don't actually say the "F" word but I'm sure it is implied

They kept saying "BCF ing good" which is like saying BC fucking good.

THE ADVERTISER'S RESPONSE

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

In regard to advertising complaint reference 0024/17, BCF Australia expresses the wish to respond to the complaint raised under Section 2 of the AANA Advertiser Code of Ethics for review by the Advertising Standards Board.

BCF Australia has taken the liberty to interpret the above complaints in order to correctly respond to the advertisement of concern. (An electronic copy of the advertisement is attached to the document.)

The BCF advertisement under review is a retail adaptation of the brand TV advertisement which has previously been dealt with under Complaint Reference 0434/16. This complaint was dismissed by the Advertising Standards Bureau on 26th October 2016. The retail version of this advertisement (which is the subject of this complaint) promotes 3 boating, camping and fishing products while playing the BCF jingle – “Boating, camping, fishing is BCFing fun!”

As previously outlined in BCF’s response to Complaint Reference 0434/16, the strategic position of the campaign is intended, given the nature of the business, to broaden the appeal of boating, camping and fishing as a way for anyone to escape the humdrum of the working week. The specific execution through a jingle assists to create an infectious sense of joy for the outdoors and drive cut through by repeating the brand name BCF 5 times in 30 seconds.

The complaint refers to the meaning of ‘BCFing’ in the headline, suggesting that the ‘F’ denotes offensive language (Section 2.5 of the AANA Advertiser Code of Ethics). This is not correct as the letters BCF have a direct translation to Boating, Camping and Fishing which is our core business and brand name. In the jingle, the lyrics “BCFing Fun” directly translate to “Boating, Camping, Fishing fun,” which drives our strategy to highlight the joy associated with outdoor leisure past times. The only other reference in the advertisement to ‘BCFing’ appears in the headline as ‘The Year’s Biggest BCFing Stocktake Sale’, which again has a direct translation to the ‘The Year’s Biggest Boating, Camping, Fishing Stocktake Sale’.

With over 45% of BCF’s target audience identifying as a family unit with children living at home (Stellar Market Research, September 2016); it is never our intention to use language that is offensive or inappropriate for children. We have tested the campaign concept with our customers through focus groups without issue, and have received a CAD Classification of W for the TV adaptation which indicates the advertisement is suitable for broadcast at any time except during P and C programs or adjacent to P or C periods. With a clearly defined target audience of men aged 25-54, at no time would our media buy target children.

BCF Australia regrets any offence taken by the complainants pertaining to this advertisement however BCF suggests that the advertisement is within the AANA code of ethics, community and Government standards, and that a reasonable person would not have grounds for complaint as it does not display any notion of offensive language.

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 complainants’ concerns that the advertisement features offensive language and is inappropriate for children to hear.

The Board reviewed 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 there are two versions of the advertisement, both featuring products available to purchase from BCF and both featuring a jingle, “BCFing fun”. The Board noted that one version is promoting a limited Boxing Day sale and the other version is promoting a Stocktake Sale.

The Board noted the complainants’ concerns that ‘effing’ is offensive and inappropriate language.

The Board noted it had previously dismissed complaints about a ‘W’ rated advertisement which used the phrase ‘F n’ L’ in case 0261/15 where:

“The Board noted that in this version of the advertisement, when the woman walks through a workplace it is a male voiceover which exclaims, ‘F ‘n’ L’ and that as he speaks the same words appear on screen in large white font against a pink background. The Board noted that “F ‘n’ L” stands for ‘Full and Luscious’ and this is explained to the viewer by a female voiceover as images of the product are shown on screen.

The Board noted that there is some similarity between the exclamation, “effing hell” and the phrase, “F ‘n’ L”. The Board noted that the phrase ‘effing hell’ is language which most members of the community would consider as a politer version of “fucking hell” but would still consider it to be stronger than other expressions such as ‘bloody hell.’ A minority of the Board considered that the reference to this phrase is not appropriate in the context of an advertisement which would be seen by children.

The majority of the Board however considered that this version of the advertisement does make it clear what the phrase “F ‘n’ L” is intended to represent with the statement contextualised immediately by onscreen text and images of the product which highlight that ‘F ‘n’ L’ stands for ‘Full and Luscious’.

The Board determined that the ‘W’ rated version of this advertisement did not use language which is inappropriate, strong or obscene in the circumstances and did not breach Section 2.5 of the Code.”

The Board noted that in the current advertisement the word ‘effing’ is sung as part of a jingle, with lines sung including, “fishy effing fun” and “BC effing fun”. The Board noted that the

jingle is sung by the actors in the advertisement and considered that the tone is light rather than aggressive and there is a clear link between the brand name abbreviation and the lyrics of the jingle. The Board noted that some members of the community might not make the connection between BC effing standing for BCF – ing but considered that the manner in which the words are sung in the jingle lessens the impact of the words.

The Board considered that, consistent with previous determinations against similar television advertisements by the same advertiser (0434/16, 0554/16), while a reference to a strong swear word is not to be encouraged, in the Board's view the fun and jovial nature of the jingle along with the link between the brand name and the jaunty lyrics amounts to an overall use of language which is not strong or obscene and is not inappropriate in the context of an advertisement that will be viewed by children.

The Board determined that the advertisement did not breach Section 2.5 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaints.