



# Case Report

<b>1</b>	<b>Case Number</b>	<b>0025/17</b>
<b>2</b>	<b>Advertiser</b>	<b>BCF</b>
<b>3</b>	<b>Product</b>	<b>Retail</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Email</b>
<b>5</b>	<b>Date of Determination</b>	<b>18/01/2017</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

## ISSUES RAISED

2.5 - Language Inappropriate language

## DESCRIPTION OF THE ADVERTISEMENT

This email advertisement promotes a variety of boating, camping and fishing products with a headline of 'The BCFing Boxing Day Sale'.

## THE COMPLAINT

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

*I find the wording of this offence in the extreme. This catalogue is available in printed form in all BCF stores, and is some times posted to BCF club members. Young kids have access to both the online emailed catalogue and the printed version and will draw the conclusion that it is OK to use the "F" word in any and all circumstances. That is so wrong on so many levels and needs to be stopped.*

## 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 0025/17, 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.*

*The BCF advertisement under review is an extension of the TV brand campaign 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 email adaptation of this campaign creative (which is the subject of this complaint) promotes a variety of boating, camping and fishing products with a headline of 'The BCFing Boxing Day Sale'.*

*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 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. The headline "The BCFing Boxing Day Sale" directly translates to "The Boating, Camping, Fishing Boxing Day Sale" which positions the following boating, camping and fishing products as exciting Boxing Day retail promotions.*

*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 complainant's concerns that the advertisement features inappropriate language and is offensive.

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 that this email advertisement for BCF features images of boating, camping and fishing products and a headline which reads, “The BCFing Boxing Day Sale”.

The Board noted it had previously dismissed complaints about a similar print advertisement for the same advertiser in case 0578/16 where:

“The Board noted the current advertisement features on the cover of BCF catalogues and considered that the word ‘BCFing’ has less impact in its written form as it is clearly presented as an extension of the acronym ‘BCF’. The Board acknowledged that some members of the community could find this use of extending a word not normally extended to be crude and suggesting of a swear word but considered that most members of the community would find the advertisement to be cheeky but not inappropriate for the relevant audience of a boating, camping and fishing catalogue aimed at customers of such a store.”

The Board noted that the current advertisement is very similar in layout to the previously dismissed print advertisement and considered that consistent with its previous determination, the use of the word ‘BCFing’ is not strong or obscene language and in the context of an email to adult customers it is not inappropriate in the circumstances.

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 complaint.