



Case Report

1	Case Number	0057/13
2	Advertiser	Civic Video
3	Product	Entertainment
4	Type of Advertisement / media	Outdoor
5	Date of Determination	27/02/2013
6	DETERMINATION	Dismissed

ISSUES RAISED

2.5 - Language inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

Window splash on Civic Video - West Ryde - advertising their Tuesday deal - TIGHT ASS TUESDAY.

THE COMPLAINT

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

I think the message is clear- the wordage is misleading and crass to say the very least. I have complained in the past when I have seen crass wordage on posters etc to the local councils associated with the area. Action has been appropriately taken. In this case, I strongly feel the signage could be appropriately altered to emphasize the same meaning in a more acceptable fashion- doubtless you shall agree.

I am becoming increasingly tired and frustrated by the level of crass advertising on display these days as one oftentimes sees- unless one is blind one cannot help but notice. I think it oftentimes is the case in the community, with Christian minded people too, that someone else is handling the issue. I have decided to be the one who reports and 'handles' these matters- if I wait for someone else to, well, it is the old story, one waits and waits!! Don't the advertisers realize yet that crass advertising does little or nothing to help sell their products!! It may well act in reverse on them - such would be my own suggestion in terms of what it achieves in the end!

THE ADVERTISER'S RESPONSE

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

This advertisement in question has been in place for 3 years at the site in question, it is on a high traffic intersection where hundreds and thousands of people have passed by daily and continue to do so. The slogan is a term used by Australians to describe special deals on Tuesdays, which we believe is a socially and widely accepted use of slang. The signage is an innocent use of tongue in cheek humour playing on what we already say in our day to day language. This use is further supported by a simple Google search of 'Tight Ass Tuesday Deals' which returned over 3 million results where this term had been used. This has not been intended to cause offence to anyone deliberately. We suggest the word used is not offensive and a word used in everyday common vernacular.

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 concern that the advertisement features crass and inappropriate language.

The Board viewed the advertisements 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 and strong or obscene language shall be avoided".

The Board noted the advertisement features the phrase, "Tight Ass Tuesday" and considered that the phrase 'tight ass' is a phrase which is now part of common Australian vernacular and is used in this advertisement in a manner which is consistent with its meaning and association with cheap prices of goods on Tuesdays. The Board considered that most members of the community would consider the use of the word 'ass' in this instance is relatively mild language and not inappropriate for a broad audience which could include children.

The Board considered that the advertisement did not feature any language which would be considered inappropriate, strong or obscene.

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.

