



Case Report

1	Case Number	0064/11
2	Advertiser	Ramsay Healthcare Ltd
3	Product	Community Awareness
4	Type of Advertisement / media	Billboard
5	Date of Determination	09/03/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

2.5 - Language Use appropriate language

DESCRIPTION OF THE ADVERTISEMENT

A series of bright advertisements for Mole Patrol. One has the words, "Bugger off mole", another has the words, "Skanky mole".

They all feature the text, "Don't get done by the sun. The mole patrol is out there. www.buggeroffmole.com."

THE COMPLAINT

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

I know this campaign is targeting young people to create awareness about the potential dangers of moles and skin cancer but I feel the billboard headlines i.e. "Bugger Off Mole" and "Skanky Mole" use language that is totally unsuitable for mass public display and causes me offence. The web address for the campaign www.buggeroffmole.com.au is also totally unsuitable and causes me offence.

THE ADVERTISER'S RESPONSE

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

Nil response to date 11/3/11

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 uses language that is unsuitable for public display and causes offence.

The Board viewed the advertisement.

The Board then 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 that this advertisement is creating awareness of the dangers of moles and skin cancer.

The Board noted that the advertiser had not responded.

The Board accepted that the phrases “bugger off mole” and “skanky mole” could be considered offensive by some members of the community, however the clear correlation to the campaign for skin cancer awareness is evident and is intended to be thought provoking and generate discussion about the importance of being sun smart and looking after your skin with the target audience of young people.

Based on the above the Board determined that the advertisement used appropriate language and did not use strong and obscene language and that it did not breach Section 2.5 of the Code.

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

