



Case Report

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| 1 | Case Number | 0064/15 |
| 2 | Advertiser | Century Entertainment |
| 3 | Product | Entertainment |
| 4 | Type of Advertisement / media | Outdoor |
| 5 | Date of Determination | 25/02/2015 |
| 6 | DETERMINATION | Dismissed |

ISSUES RAISED

2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

Poster advertisement for a theatre show called, "Superwog" featuring pictures of characters from the show and the text "Talk Shit Get Hit Tour".

THE COMPLAINT

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

We stop here on the way from school almost everyday. All the kids can read it. Unnecessary language used and unfair to expose kids to this (especially when they read a word and then ask what it means).

THE ADVERTISER'S RESPONSE

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

The title of the show is one of the expressions used by the characters, it is relevant to the 400k followers of Superwog on YouTube.

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 language which is inappropriate for outdoors where children can view it.

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

The Board considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised".

The Board noted this poster advertising a theatre show features the name of the show, ‘Superwog’ and the name of the tour, ‘Talk shit get hit’.

The Board noted the phrase, ‘Talk shit get hit’. The Board noted that ‘Talk shit get hit’ is the name of the tour being advertised and that it only appears on the advertisement in this context: “All new live show Superwog Talk shit get hit tour”. The Board acknowledged that there is significant community concern regarding violence, specifically king-hits, but considered that in the context of the name of a touring show the advertisement is not suggesting that you should actually hit someone because you don’t agree with what they are saying. The Board noted that the images in the advertisement are of cast members and considered that the images do not present violence and that overall the language used is not meant to be literal and the advertisement does not encourage or condone violence.

Overall the Board determined that the advertisement did not breach Section 2.3 of the Code.

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 (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided”.

The Board noted the complainant’s concern over the use of the word ‘shit’.

The Board noted it had previously dismissed the use, or strong suggestion, of the word, ‘shit’ in television, print and radio advertisements (36/10, 0393/11, 250/12). The Board noted the current advertisement is a poster advertising a show and considered that most members of the

community would find the word, 'shit' to be mild and not offensive.

The Board considered that in the context of a theatre promotion with limited distribution the use of the word 'shit' as part of the tour's name is not inappropriate and is consistent with common Australian colloquial usage of such a word.

The Board considered that the advertisement did not use language which is strong, obscene or 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.