



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0140/14
2	Advertiser	Boost Juice Bars Australia
3	Product	Food / Beverages
4	Type of Advertisement / media	Radio
5	Date of Determination	14/05/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features people scratching their Million \$ Suck cards and getting excited because they won either \$1,000, \$500 or a year's worth of Free Boost (these were the three major prizes on offer). The voiceover then goes on to say that Boost Juices Million Dollar Suck is now on and to go and get sucked today.

THE COMPLAINT

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

At the end of the ad it states "go and get sucked"

There is no need for this to be said and I do not think its appropriate especially with children in the car to hear this. The rest of the ad is fine but this phrase is very inappropriate.

I would certainly not be impressed if children were to reset this phrase.

THE ADVERTISER'S RESPONSE

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

2.5 Language Inappropriate language

The campaign name was the Million Dollar Suck and we believe that at no time throughout

this campaign was inappropriate language used by Boost and that we have not contravened any of section 2 of the AANA Code of Ethics .

The complaint is around the word suck being used at the end of the commercial, when it tells people to 'go and get sucked'. This word 'suck' is intrinsically linked to Boost's core product of smoothies and has often been used by Boost in a number of ways in previous advertising campaigns such as, 'start sucking today', 'get sucking' etc as this is effectively what people have to do to consume our product, they can't eat it, they have to suck it. We even have the words 'Healthy Suckers' trademarked (#999182)

The campaign concluded on Sunday 6th April, 2014 and Boost has no intention to run this one-off promotional material in the future.

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 inappropriate language at the end of the advertisement when it states "go and get sucked."

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 radio advertisement features people scratching their Million Suck cards and getting excited because they won either \$1,000, \$500 or a year's worth of Free Boost (these were the three major prizes on offer) The voiceover then goes on to say that Boost Juices Million Dollar Suck is now on and to go and get sucked today.

The Board noted the complainant's concerns that "go and get sucked" is not appropriate particularly when children can hear it.

The Board noted that in this case it is being used in the context of the products being advertised which are a drink product (smoothie), consumed with a straw and therefore requiring the purchaser to "suck."

The Board noted that the use of the phrase "go and get sucked" is intended to draw the attention of the listener to the promotion, and the idea that the advertisement may have used as similar but more strongly worded term "go and get fucked." The Board considered that the word suck is clearly heard and that there is no confusion about what was said. The Board considered that children would be unlikely to understand the possible double entendre and considered that the phrase 'go and get sucked' is not of itself strong or obscene language.

The Board considered that the advertisement did not feature language which is inappropriate in the circumstance and that the advertisement did not breach Section 2.5 of the Code.

Finding that the advertisement did not breach Section 2.5 of the Code, the Board dismissed the complaint.

