



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0153/19
2	Advertiser	Soul Origin
3	Product	Food / Beverages
4	Type of Advertisement / media	Poster
5	Date of Determination	12/06/2019
6	DETERMINATION	Dismissed

ISSUES RAISED

2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

This poster advertisement has two versions and features the text "Hearty A.F. Soups. Tomato and Chives" and "Hearty A.F. Soups. Minestrone". An arrow points to the products displayed on the poster and the text "hearty and fresh" is visible.

THE COMPLAINT

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

My understanding of the reference "A.F" refers to "As F%#k". I don't believe this is appropriate language to have displayed on public signage!

THE ADVERTISER'S RESPONSE

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

Our "Hearty A.F. Soups" campaign aims to highlight the key selling point of our soup





range to customers i.e the soups are hearty and fresh (i.e. "And Fresh" is simply abbreviated to "A.F." due to limited space on artwork/creative). This campaign and product release is in line with our brand values; We focus on brining fresh, nutritious and quality products to the Australian market. Further, the extended phrase "Hearty & Fresh" is featured on artworks that have sufficient room, with an arrow pointing to an image of our soups. I have attached the artwork for reference.

THE DETERMINATION

The Ad Standards Community Panel (Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the advertisement features language which is inappropriate on public signage.

The Panel viewed the advertisement and the noted advertiser's response.

The Panel noted that this poster advertisement has two versions and features the text "Hearty A.F. Soups. Tomato and Chives" and "Hearty A.F. Soups. Minestrone". An arrow points to the products displayed on the poster and the text "hearty and fresh" is visible.

The Panel 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 Panel noted the inclusion of the phrase "Hearty A.F. Soups" in the advertisement and that this would be understood by most young adults to mean "Hearty as fuck". However, the Panel noted the advertiser's response that A.F. meant "and fresh", which is also written on the poster further down with an arrow pointing to the soup. The Panel considered that this would also be a reasonable interpretation of "A.F." in the context of this advertisement.

The Panel noted the Practice Note for Section 2.5 of the Code which provides:

"Words and acronyms that play on the 'f' word, eg WTF and LMFAO, but do not use the actual word are normally considered acceptable if used in a light-hearted and humorous way, are in subtitle rather than the spoken word and are appropriate to the situation."

The Panel noted that they had previously considered advertisements that used the terms 'WTF' (0372/17, 0500/17) and 'BCFing' (0023/17, 0573/16) and in these cases had determined that the language was not strong or obscene and did not breach



Section 2.5 of the Code.

Consistent with previous determinations, the Panel considered that the language used in the advertisement is not inappropriate, strong or obscene and 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 Panel dismissed the complaint.

