



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0267/18
2	Advertiser	Prestige Hino
3	Product	Automotive
4	Type of Advertisement / media	Radio
5	Date of Determination	06/06/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features two men talking about buying a truck. The advertisement features the phrases "Truck me" and "Are you trucking serious?".

THE COMPLAINT

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

In the radio ad they use the word 'truck' suggestively, but it leaves little to the imagination. 'Truck me!' 'Are you Trucking serious!?!' This ad is play throughout the day and my kids hear it frequently.

THE ADVERTISER'S RESPONSE

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

The ad targets truck drivers, and has aired on male skewed radio stations, being both Triple M and SEN (Sports Entertainment Network) in Melbourne. Whilst it's a play on





words I believe he is not trying to offend the listening audience he is simply having a go at himself as he has not done his homework when it comes to the truck buying process.

In regards to the tag line, Are you trucking serious, then truck right with Prestige Hino, this line is used across the clients various collateral, for example stickers, coasters, t-shirts and the like.

THE DETERMINATION

The Ad Standards Community Panel (the “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 uses the word “truck” suggestively, but the implication of “fuck” is clear.

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

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 that this radio advertisement features two men talking about buying a truck. The advertisement features the phrases "Truck me" and "Are you trucking serious?"

The Panel noted the complainant’s concern that the advertisement implies the word “fuck” and is inappropriate for children.

The Panel noted that the men in the advertisement do not use the word “fuck” or “fucking” but instead use variations of the word “truck” and “trucking” in place of where they may otherwise use stronger language.

The Panel considered that the men in the advertisement talk about the vehicle before the words “truck” or “trucking” are heard, and it is clear what the advertisement relates to.

The Panel noted the advertiser’s response that “Are you trucking serious, then truck right with Prestige Hino” is a slogan used across their various promotional material.

The Panel noted it had previously considered similar language in case 0371/13 in which:



“The Board accepted that the term “Fuck” would be considered offensive by some members of the community however the Board considered that the term is not blatantly used and that the replacement is a double entendre that would be understood by the intended audience and likely to be considered comedic in its representation

The Board considered that the context in which the phrase is used is not aggressive, threatening or demeaning, and that although the term “truck and truckin” is suggestive of the words “fuck and fucking,” the word “fuck” is not used and the term “truck” when used in this manner is not strong or obscene and that the use of the term is not inappropriate in this instance.”

Consistent with this previous determination, the Panel noted that based on the absence of audible, offensive language the wording used in the advertisement is unlikely to be considered strong or obscene by most members of the community.

The Panel considered that the advertisement did not use strong, obscene or inappropriate language 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.

