



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0306-20
2. Advertiser :	Portable Fridge Solutions
3. Product :	Hardware/Machinery
4. Type of Advertisement/Media :	Radio
5. Date of Determination	21-Oct-2020
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.5 Language

DESCRIPTION OF ADVERTISEMENT

This radio advertisement features the voiceover: These holidays give yourself a well-earned break, escape the hassles and head off. Now's the time to chillax. Now's the time to channel your inner camper. A camping fridge from Portable Fridge Solutions could provide some liquid Zen to chill you right the (beep) out. Come in and check out the choice of quality fridges for your own wellbeing. No more leaving your camp to grab ice for your esky. Holiday your way, the cruisey way with Portable Fridge Solutions. 444 Sheridan St, North Cairns. Just north of the airport lights.

THE COMPLAINT

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

*There is a line in the advert which says 'to help you chill the f*** out'. The *** is beeped out but the 'f' can still be heard and it is very obvious what the word is.*

THE ADVERTISER'S RESPONSE



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

As per Section 2 of the AANA Code of Ethics, I do not believe we have breached standards in any of the parts described as such in association with our advertisement. Discrimination or vilification, exploitative or degrading, violence, sex, sexuality and nudity, health & safety and not being able to be distinguishable as advertising are not part of our ad in any way.

The complaint received voices a concern over Language/Inappropriate language. I believe we have not breached standards on this part of Section 2 as we have not used foul or inappropriate language. There is a bleep over a word which has been used in many ads throughout radio over the years. We have aired this ad on 2 different radio stations over the course of at least 3 years without previous complaint. The main aim of an ad is to get attention and this shows that the ad is working, our intention was not to offend anyone and we have had a great many customers love this particular ad. They say they can relate to the ad and that is the emotion we are trying to create. We had aired this ad previously for Easter each year and have recently redone the ad to incorporate these holidays as it was always so well received. Thank you for your time.

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 inappropriate language.

The Panel reviewed 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 the phrase in the advertisement is "...provide some liquid zen to chill you right the (beep) out". The Panel noted that a "k" sound is audible at the end of the word.

The Panel noted that this radio advertisement aired on Star radio and noted that the audience for this station is adult, however considered that the audience may include children.

The Panel noted that the beeping out in the advertisement is significant with only the end of the word audible, and considered that the word used could have been a word other than an obscenity, for example "heck".



The Panel noted that most adults would assume that the beeped out word is a swear word and most likely the 'f' word but considered that in the context of an adult voiceover promoting a service to adults, in the Panel's view a suggestion of the 'f' word may not be inappropriate.

The Panel noted that the beeped out word is not being directed at a person and considered that overall the advertisement does not use language which is strong, obscene or inappropriate in the circumstances.

Finding that the advertisement did not use strong or obscene language and that the language was not inappropriate in the circumstances, the Panel 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.