



Case Report

1	Case Number	0352/17
2	Advertiser	Tuff Muff Exhausts
3	Product	Automotive
4	Type of Advertisement / media	Radio
5	Date of Determination	09/08/2017
6	DETERMINATION	Dismissed

ISSUES RAISED

2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

There are three versions of this radio advertisement, each opening with a chorus of men singing, "no muff too tough" repeatedly before a male voiceover says that no muffler is too tough for the boys at Tuff Muff.

THE COMPLAINT

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

Muff is a slang term for vagina. The catch cry of the ad is no muff too tuff. There are no other slang words for genitalia used on radio.

THE ADVERTISER'S RESPONSE

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

The advertisements have been advertised on Southern Cross Austereo Cairns (Hit FM and Triple M) for the past 12 months and to date this is the first and only official complaint received. The chanting is in reference to the name of the business.

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 concerns that the advertisement features a slang term for a vagina and is not appropriate for a radio advertisement.

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 there are three versions of this radio advertisement, each featuring a chorus of “No muff too tough”.

The Board noted the complainant’s concern that ‘muff’ is slang for vagina. The Board acknowledged that ‘muff’ can be used as slang for a vagina and considered that the advertiser had clearly intended for a double entendre and sexual reference. The Board noted however that the advertisement quickly makes it clear that ‘muff’ is being used as a shortening of the word ‘muffler’ (a device on the exhaust of a vehicle designed to reduce noise levels) and considered that as this reference is quickly put in the context of an advertisement for muffler repairs, and the advertiser’s name is Tuff Muff, the use of the word ‘muff’ is not inappropriate usage..

The Board noted the advertisement does not contain any sexual language or strong sexual references and considered that in the context of an advertisement for an automotive company that deals with vehicle exhausts and is called Tuff Muff, the reference to muffs in the advertisement is not sexualised or inappropriate and in the Board’s view the word ‘muff’ is not strong or obscene language.

The Board 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 Board dismissed the complaint.

