



## Case Report

1	Case Number	0364/15
2	Advertiser	UBD Street Directories
3	Product	Other
4	Type of Advertisement / media	Radio
5	Date of Determination	23/09/2015
6	DETERMINATION	Upheld - Modified or Discontinued

### ISSUES RAISED

2.5 - Language Inappropriate language

### DESCRIPTION OF THE ADVERTISEMENT

The voiceover asks the question "have you ever wanted to tell Dad to get 'routed'?" The explanation follows about the UBD Gregory's street directory being an option for a Father's Day gift..

### THE COMPLAINT

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

*The wording GET ROOTED (while i see the word play referring to ROUTED) is offensive language in Aust and CHILDREN listening to this and repeating what they hear could find themselves being unfairly punished by adults because of the ad. They do not understand the differentiation. The ad specifically tells them to tell Dad to get Rooted. The fact that it is repeated a couple of times in the space of 15-20secs just cements it in their brains. During the ad the term 'get rooted', tell your Father to 'get rooted' is used. Obviously they are trying to use the term routed, but clearly that isn't what is being heard and the term 'rooted' to most people is a term telling them to get lost. This is supposed to be funny, and might be between adults, but this was broadcast on the radio in the daytime when children will hear and pick up on it. I find it highly offensive and I can just imagine what will happen on Father's Day when happy little boys and girls all over the country tell Dad to "Get Rooted" because they heard the ad and bought the street directory for Dad. I know it is a play on words, but you try to explain that to children, and why they are NOT allowed to say it, even though the man on the radio said it. Give parents a*

*break! It is hard enough now raising children, without potty mouth radio advertisements! Repeated use of words "get rooted" in an ad for a street directory, which some twerp presumably thinks is edgy and a clever play on the word "routed". While the word is acceptable in some sections of the community, it is offensive on radio, particularly on a station that appeals to minors and their parents, not all of whom are at school at 2pm. Parents should not have to put up with this language coming into the home without warning. If it is acceptable, then let's just move on and allow "get f--" and "c--" (these are acceptable in some circles as well) and be done with it. What standards are there regarding language?*

## **THE ADVERTISER'S RESPONSE**

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

*The ad has been taken off air as of the 5/9/15. We don't agree with the complainant ,as this ad has been running across the whole country on multiple Radio stations with no complaints ,we also have a print campaign that ran Nationally as well. The "Get Routed" commercial was a tongue in cheek/ play on words and we must re iterate was not meant to offend anyone but merely stand out from the rest of Fathers Day commercials.*

## **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 includes language that is inappropriate and not suitable for children.

The Board listened to 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 this radio advertisement features a male voiceover promoting the 2016 - UBD Gregory's street directory for Father's Day. The voiceover uses the phrase "get routed" on numerous occasions.

The Board noted that in the context of a street directory the term "get routed" was referring to map directions but agreed that the more widely used reference to "get routed" has a colloquial meaning suggesting someone "get fucked."

The Board noted the complainant's concern that the language used is inappropriate and that as a Father's Day gift idea it is bringing the attention of children to the advertisement and the message to speak inappropriately to a parent.

The Board noted that the reference to "get routed" in the advertisement was intended to be a humorous play on words and a link to finding the "route" as per the meaning relating to a map. The Board noted that most members of the community would be familiar with the

product – the street directory however young children may not understand the play on words. The Board noted that the male voiceover would not necessarily appeal to a young audience and the product itself is targeted to adults. However, the Board considered that as a promotional idea for Father’s Day, the advertisement would appeal to children who may then ask about the product and the phrases used.

The Board noted the practice note to this section of the Code states that:

“Words and phrases which are innocuous and in widespread and common use in the Australian vernacular are permitted (provided they are used in a manner consistent with their colloquial usage, for example with gentle humour, and not used in a demeaning or aggressive manner). . .”

The Board noted that at the commencement of the advertisement the voice over says “ever wanted to tell Dad to get rooted?” The Board noted that in this context the term is an insult and can be aggressive in nature suggesting children may want to offend their own Fathers. The Board considered that the repeated use of the phrase increased the awareness of the words and also increased the abusive and aggressive nature.

The Board noted the advertiser’s response that the advertisement had been removed from broadcast however, the Board considered that in the context of an advertisement for a Father’s Day promotion the use of the phrase “get routed” is aggressive, not appropriate and would be considered strong or obscene language by most members of the community and did breach Section 2.5 of the Code.

Finding that the advertisement did breach section 2.5 of the Code, the Board upheld the complaint.

## **THE ADVERTISER'S RESPONSE TO DETERMINATION**

While I disagree with the boards decision, I have pulled the ad as previously stated and we will no longer use the commercial moving forward.