



Case Report

| | | |
|---|-------------------------------|-------------------|
| 1 | Case Number | 0379/17 |
| 2 | Advertiser | BCF |
| 3 | Product | Sport and Leisure |
| 4 | Type of Advertisement / media | TV - Free to air |
| 5 | Date of Determination | 13/09/2017 |
| 6 | DETERMINATION | Dismissed |

ISSUES RAISED

- 2.5 - Language Inappropriate language
- 2.5 - Language Strong or obscene language

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a male voiceover announcing that Father's Day is on the way before promoting three boating, camping and fishing products. The BCF jingle – "Boating, camping, fishing is BCFing fun!" plays in the background and onscreen text reads, "Kit out the BCFing old man".

THE COMPLAINT

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

Use of offensive and inappropriate language.

I am writing to express my disgust at the catchphrase 'BCFing' and the claim that BCF is 'BCFing' fun. It's not fun. It's not funny. It's lewd. It takes what should be an ad for a wholesome family pastime and drags it firmly through the mud. And as parents, we are left to explain the innuendo to our children.

The obvious offensive play on words

I find this repetitive jingle to be a rude and an unnecessary referral to a very offensive obvious swear word. I don't take offense too often, but every time this ad is on, I cringe at my

children listening to it.

THE ADVERTISER'S RESPONSE

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

In regard to advertising complaint reference 0379/17, BCF Australia expresses the wish to respond to the complaint raised under Section 2 of the AANA Advertiser Code of Ethics for review by the Advertising Standards Board. BCF Australia has taken the liberty to interpret the above complaints in order to correctly respond to the advertisement of concern. (An electronic copy of the advertisement is attached to the document.)

The BCF advertisement under review is a retail adaptation of the brand TV advertisement which has previously been dealt with under Complaint Reference 0434/16. This complaint was dismissed by the Advertising Standards Bureau on 26th October 2016. The retail version of this advertisement (which is the subject of this complaint) promotes 3 boating, camping and fishing products while playing the BCF jingle – “Boating, camping, fishing is BCFing fun!”

As previously outlined in BCF's response to Complaint Reference 0434/16, the strategic position of the campaign is intended, given the nature of the business, to broaden the appeal of boating, camping and fishing as a way for anyone to escape the humdrum of the working week. The specific execution through a jingle assists to create an infectious sense of joy for the outdoors and drive cut through by repeating the brand name BCF 5 times in 30 seconds.

The complaint refers to the meaning of 'BCFing' in the headline, suggesting that the 'F' denotes offensive language (Section 2.5 of the AANA Advertiser Code of Ethics). This is not correct as the letters BCF have a direct translation to Boating, Camping and Fishing which is our core business and brand name. In the jingle, the lyrics “BCFing Fun” directly translate to “Boating, Camping, Fishing fun,” which drives our strategy to highlight the joy associated with outdoor leisure past times. The only other reference in the advertisement to 'BCFing' appears in the headline as 'Kit out the BCFing Old Man', which again has a direct translation to the 'Kit out the Boating, Camping, Fishing Old Man', referring to father's who enjoy these outdoor past times.

With over 45% of BCF's target audience identifying as a family unit with children living at home (Stellar Market Research, September 2016); it is never our intention to use language that is offensive or inappropriate for children. We have tested the campaign concept with our customers through focus groups without issue, and have received a CAD Classification of W for the original brand TVC which indicates the advertisement is suitable for broadcast at any time except during P and C programs or adjacent to P or C periods. With a clearly defined target audience of men aged 25-54, at no time would our media buy target children.

BCF Australia regrets any offence taken by the complainants pertaining to this advertisement however BCF suggests that the advertisement is within the AANA code of ethics, community and Government standards, and that a reasonable person would not have grounds for complaint as it does not display any notion of offensive language.

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 complainants’ concerns that the advertisement features offensive language and is inappropriate for children to hear.

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 this television advertisement for Father’s Day gift ideas features a voiceover stating, “Kit out the BCFing old man” whilst the BCFing jingle plays in the background.

The Board noted the complainants’ concerns that ‘effing’ is offensive and inappropriate language.

The Board noted the advertisement had been rated ‘W’ by CAD (http://www.freetv.com.au/media/CAD/Placement_Codes.pdf).

The Board noted it had previously dismissed complaints about a ‘W’ rated advertisement which used the phrase ‘BCFing’ in case 0024/17 where:

“The Board noted that in the current advertisement the word ‘effing’ is sung as part of a jingle, with lines sung including, “fishy effing fun” and “BC effing fun”. The Board noted that the jingle is sung by the actors in the advertisement and considered that the tone is light rather than aggressive and there is a clear link between the brand name abbreviation and the lyrics of the jingle. The Board noted that some members of the community might not make the connection between BC effing standing for BCF – ing but considered that the manner in which the words are sung in the jingle lessens the impact of the words.

The Board noted the advertisement had been rated ‘W’ by CAD which means it would likely be viewed by children and considered that, consistent with previous determinations against similar television advertisements by the same advertiser (0434/16, 0554/16), while a reference to a strong swear word is not to be encouraged, in the Board’s view the fun and jovial nature of the jingle along with the link between the brand name and the jaunty lyrics amounts to an overall use of language which is not strong or obscene and is not inappropriate in the context of an advertisement that will be viewed by children.”

The Board noted that the content of the current advertisement is similar to the previously considered case and considered that consistent with its previous determinations, the use of the phrase ‘BCFing’ is not of itself strong or inappropriate language and the reference to ‘BCFing old man’ is a shortened way of saying ‘Boating, Camping, Fishing Old Man’ rather

than 'Fucking Old Man', and is not likely to be seen as aggressive to a person.

The Board 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 complaints.