



Case Report

1	Case Number	0387/11
2	Advertiser	Prostate Cancer Foundation
3	Product	Community Awareness
4	Type of Advertisement / media	Billboard
5	Date of Determination	12/10/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

2.5 - Language Use appropriate language

DESCRIPTION OF THE ADVERTISEMENT

Text only advertisement which reads, "The Big Aussie 2011 BBQ. Keep your sausage sizzling. Register now at prostate.org.au Prostate Cancer Foundation of Australia."

THE COMPLAINT

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

This is a completely crude (and unnecessarily so) way of advertising a good approach to raise funds for really important research into a serious issue.

THE ADVERTISER'S RESPONSE

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

Prostate Cancer Foundation of Australia (PCFA) is the peak national body for prostate cancer in Australia. We are dedicated to:

- *Investing in world leading prostate cancer research*

- *Raising awareness amongst Government, health professionals and the Australian community*

- *Supporting men and their families affected by prostate cancer*

September is International Prostate Cancer Awareness Month (IPCAM). Each year PCFA introduces a national fundraising campaign during September to support our work and to raise awareness about Prostate Cancer in the community.

In 2011, the national fundraising campaign was focussed upon a call to action campaign encouraging consumers to host a “Big Aussie Barbie” fundraiser. Creative elements focussed on the barbecue theme and innuendo which our rationale below for the tag line that caused offence.

Prostate cancer is a neglected issue by most Australian men, despite its prevalence within the community. Indeed it seems many men ignore the problem, and/or are concerned about the apparently intrusive nature of the initial test for prostate cancer. We therefore deemed it important to reframe the issue as one of male reproductive health.

As the expression ‘sausage sizzle’ is commonly used to refer to barbecues and the like, and the main fundraising activity of the PCFA is a September barbecue drive, this seemed a logical and interesting way to present the issue to mainstream Australian men.

We firmly believe that the expression ‘Keep Your Sausage Sizzling’ uses ordinary colloquial language to draw attention to an important reproductive issue, and that the message is humorous but inoffensive to ordinary Australians.”

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 uses crude language.

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 and strong or obscene language shall be avoided.”

The Board noted that the advertisement is promoting a Big Aussie BBQ for the Prostate Cancer Foundation and includes the words “keep your sausage sizzling” and considered that this phrase was relevant to cooking a sausage on a BBQ.

The Board noted that some members of the community could consider the phrase “keep your sausage sizzling” to be a reference to a man’s penis but considered that most members of the community would agree that this double entendre is very mild and that it has a humorous link to the nature of the advertiser’s business which is preventing prostate cancer. The Board considered that the words used in the advertisement are not crude, strong or obscene and that the advertisement is not inappropriate for outdoor display.

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 complaint.