



# Case Report

1	Case Number	0434/16
2	Advertiser	BCF
3	Product	Sport and Leisure
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	26/10/2016
6	DETERMINATION	Dismissed

## ISSUES RAISED

2.5 - Language Inappropriate language

## DESCRIPTION OF THE ADVERTISEMENT

The BCF advertisement under review depicts a group of men, women and children enjoying various outdoor past times which fall into BCF's core business of boating, camping and fishing. During scenes of canoeing, hiking, fishing, cooking on a campfire and chopping wood, the characters sing a jingle that highlights the sense of joy that comes from participating in these outdoor activities. The chorus lyrics from the jingle are "Boating, camping, fishing is BCFing fun."

## THE COMPLAINT

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

*The play on words is inferring language that is totally unnecessary to be broadcast into homes at any time particularly when children are viewing. I and my family and friends do not use this type of language in our normal day to day living and do not wish to be subjected to it on television either. Lift the standards instead of contributing to the constant degeneration of our society.*

*The ad specifically refers to boating, camping and fishing and uses the words 'F.....ing' on a number of times. This ad was in a time when children would be watching, and should not be on air.*

*I do not believe my family should be exposed to this word play, especially my children who*

*would be likely to repeat the jingle.*

*The language used in the ad is offensive.*

*No need for the F word on TV especially during prime time*

*The not so subtle substituting of this word for the f word is simply not acceptable. This is totally offensive to me and my family.*

## **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 0434/16, 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.*

*The BCF advertisement under review depicts a group of men, women and children enjoying various outdoor past times which fall into BCF's core business of boating, camping and fishing. During scenes of canoeing, hiking, fishing, cooking on a campfire and chopping wood, the characters sing a jingle that highlights the sense of joy that comes from participating in these outdoor activities. The chorus lyrics from the jingle are "Boating, camping, fishing is BCFing fun."*

*The strategic position of the advertisement 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 jingle, 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 translates to "Boating, Camping, Fishing fun" which drives our strategy to highlight the joy associated with outdoor leisure 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 this creative concept with our customers through focus groups without issue, and have received a CAD Classification of W 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 use of the term ‘effing’ was not appropriate language for an advertisement which would be seen by children.

The Board viewed 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 the television advertisement showed people enjoying various outdoor activities. The jingle played throughout the advertisement includes the words ‘boating, camping, fishing is BCFing fun’.

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

The Board noted it had previously dismissed complaints about a ‘W’ rated advertisement which used the phrase ‘F n’ L’ in case 0261/15 where:

“The Board noted that in this version of the advertisement, when the woman walks through a workplace it is a male voiceover which exclaims, ‘F ‘n’ L’ and that as he speaks the same words appear on screen in large white font against a pink background. The Board noted that “F ‘n’ L” stands for ‘Full and Luscious’ and this is explained to the viewer by a female voiceover as images of the product are shown on screen.

The Board noted that there is some similarity between the exclamation, “effing hell” and the phrase, “F ‘n’ L”. The Board noted that the phrase ‘effing hell’ is language which most members of the community would consider as a politer version of “fucking hell” but would still consider it to be stronger than other expressions such as ‘bloody hell.’ A minority of the Board considered that the reference to this phrase is not appropriate in the context of an advertisement which would be seen by children.

The majority of the Board however considered that this version of the advertisement does make it clear what the phrase “F ‘n’ L” is intended to represent with the statement contextualised immediately by onscreen text and images of the product which highlight that ‘F ‘n’ L’ stands for ‘Full and Luscious’.

The Board determined that the ‘W’ rated version of this advertisement did not use language which is inappropriate, strong or obscene in the circumstances and did not breach Section 2.5

of the Code.”

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, the brand 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 its previous determination, 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 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.