



Case Report

1	Case Number	0456/10
2	Advertiser	Dubbo Mowers
3	Product	House goods/services
4	Type of Advertisement / media	TV
5	Date of Determination	10/11/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

2.5 - Language Use appropriate language

DESCRIPTION OF THE ADVERTISEMENT

The advertisement promotes outdoor power equipment sold by Dubbo Mowers & Chainsaws with a specific focus on Ride-Ons. A man is shown using various mowing equipment on a field, and then when the grass looks great he hits a golf ball, exclaiming, "Jeez! That's the best shot I've hit for bloody weeks!"

THE COMPLAINT

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

The final line in the ad had the character hitting a golf shot and exclaiming 'jesus, that's the best bloody shot I've hit all week'. I take offence at the use of blasphemy and swearing in any ad. The timeslot is only just after junior masterchef when children could possibly still be awake and watching.

THE ADVERTISER'S RESPONSE

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

I was as surprised as anybody to hear that we have had a complaint registered against us, as the last thing that we wish to do is to upset anybody. I being a Christian man myself would not approve of the use of blasphemy & believe that the complainant is mistaken when it comes to a blasphemous reference in our advertisement.

The complainant states that he heard near the end of the advertisement "Jesus, that's the best bloody shot I've hit all week". As you will identify when you listen to the advertisement the statement actually says "Geez, that's the best one I've hit for bloody weeks". I do apologise to the complainant if it's caused any offence as none was intended. I've asked WIN Television to remove the words "Geez" & "bloody" as I don't want anyone to misconstrue what was said.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

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 and strong or obscene language shall be avoided."

The Board noted the complainant's concern about the use of the words "Jesus" and "bloody" in this advertisement.

The Board noted the advertiser's response and reviewed the advertisement.

The Board noted that the word "Jeez" and not "Jesus" is used in the advertisement. The Board noted that the phrase, "Jeez! That's the best shot I've hit for bloody weeks!" is made after the actor in the advertisement has taken a golf shot. The Board considered that the use of these words in modern Australian language is common in everyday vernacular.

The Board considered that most members of the community would consider that the language was not inappropriate and was not strong or obscene.

The Board noted the advertiser's response that they had not intended to offend anyone, and that they had requested that the words "Jeez" and "bloody" be removed from the advertisement.

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.

