



Case Report

1	Case Number	0457/16
2	Advertiser	BCF
3	Product	Retail
4	Type of Advertisement / media	Radio
5	Date of Determination	09/11/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features a male voice singing "Boating Camping Fishing is BCFing fun" then saying, "BCF are opening new stores at Modbury, Elizabeth and Marion this Saturday. Get your gran opening deal like 20% off all rod and reel combos for club members". The final jingle is "BCFing fun - hey!"

THE COMPLAINT

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

I have already lodged a complaint about this ad on tv and now I have heard it on the radio as well. I have no problem with this ad being aired on tv and radio late at night but have a problem with it being played during the hours children are listening to the radio or around the tv as the song repeats "Fing" all the time. It is not appropriate around children. My husband and I are far from prudish but the very first time we heard this song we both said, "they did think about that too well" & are both surprised this ad is still being aired during the day etc.

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 0457/16, 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 is the radio version of the 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 radio advertisement 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 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 complainant’s concerns that this advertisement features the word ‘effing’ which is not appropriate 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 radio advertisement features a male voice singing a jingle with the lyrics, "BCFing fun".

The Board noted it had recently considered complaints about the television advertisement in the same campaign in case 0434/16 where the Board noted that:

"...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 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 noted the current advertisement is a radio advertisement. The Board noted that the opening words of the advertisement are "Boating, Camping, Fishing" and considered that these words are spoken clearly and give context to the next phrase which is "BCFing fun". The Board noted that it had previously dismissed complaints about radio advertisements where the 'f' word had been used but beeped out (0505/14, 0168/15, 0324/16) and considered that in the current advertisement the suggestion of a swear word is less strong than these previously dismissed complaints because an actual swear word is not used and there is a clear connection to the name of the store, BCF.

The Board acknowledged that some members of the community would prefer that the word 'effing' not be used in an advertisement but considered that this word is part of the common Australian vernacular and is not of itself strong or obscene. The Board noted that the use of the word 'effing' in the advertisement is clearly in the context of the brand name and considered that the manner in which it is used is light-hearted rather than aggressive.

Consistent with its previous determination in case 0434/16, the Board considered that the advertisement did not use strong, obscene or inappropriate language.

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.