



Ad Standards Community Panel
PO Box 5110, Braddon ACT 2612
P (02) 6173 1500 | F (02) 6262 9833

AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0494/18
2	Advertiser	BCF
3	Product	Sport and Leisure
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	14/11/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

- Other Social Values
- 2.3 - Violence Weapons
- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.5 - Language Inappropriate language
- 2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features scenes of various people completing boating, camping and fishing activities such as setting up a tent, setting up a fire, showering under a tree and fishing on a boat. Each person is surprised during their activity by a group of people singing the BCF jingle.

THE COMPLAINT

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

In the jingle it sounds like they sing boating camping fishing bcfinf c..ts

Considering Australian GUN LAWS are apparently the most highly regulated laws in





the western world how is advertising guns on commercial TV in keeping with our current regulations

Are we heading down the same path of gun ownership and long term gun violence as other countries

This current insidious form of advertising is underhanded.

I am objecting to the frequent use of this particular tv AD as I and the members of my family (myself, husband and our 11 y.o son) deem it offensive due the repetitive song used throughout saying their products & store are 'BCF'ing fun", which is a play on words of the offensive 'F' word. Totally inappropriate especially when it's aired regularly on prime time tv, during the day and early evenings, at times when our son and is, are watching tv.

We all find the advertisement offensive and unnecessary.

The BCF advert makes reference to the word "fucking" without using the full word ,as said in ad "it's BCeFffing fun "

It's like a subliminal message for the gun group. Why are they singing about guns? I don't understand it and I don't like it

I am offended by the quote "BCFing guns". Also by the shot of a woman showering outdoors with a groups of people looking on. The group of people have their hands over their eyes. But it's not a healthy message to portray in my opinion.

THE ADVERTISER'S RESPONSE

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

The BCF advertisement under review depicts various scenes of outdoor novices enjoying various past times which fall into BCF's core business of boating, camping and fishing. During scenes of pitching a tent, catching a fish, building an outdoor shower and assembling the perfect campfire, a group of "BCFing Experts" suddenly appear to cheer on the newbies in their outdoor pursuits. They sing enthusiastically to congratulate their expertise, "He's/She's a boating, camping, fishing... BCFing gun!"

The strategic position of the advertisement is to celebrate the achievements of Australians on their pursuit of mastery within their outdoor leisure activities. The jingle drives this direction through the lyrics "He's/She's a boating, camping, fishing... BCFing gun!" which uses colloquial language to indicate the novice is a higher achiever in their outdoor activity. The complaint refers to the meaning of 'Gun' in the jingle, suggesting that it references weapons and violence (Section 2 of the AANA Advertiser Code of Ethics). This is not correct as the context of the use of the word 'Gun' clearly indicates a description of the novice as a high achiever which is used widely in society by people



of all ages and demographics.

Furthermore, the Oxford Dictionary states that there are many ways that the term 'gun' can be used in language including high achievers, biceps and also firearms and in this case it is suggested to be clearly the high achiever.

Further complaints refer to '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. Prior case reviews have deemed this phrasing to be acceptable and the advertisement has run nationally for a number of years. It is therefore assumed that this position would be maintained by Ad standards.

One complaint refer to an offensive four letter word (beginning with c) being heard instead of 'guns' which is clearly not the case. This is evident by viewing/listening to the commercial and reading the script.

A subset of a complaint refers to 'a woman showering outdoors with a groups of people looking on. The group of people have their hands over their eyes'. It is proposed to Ad standards that portraying a lady in a towel has been used countless times in advertising across many industries, over many years and in no way suggestive or provocative. It is simply a light hearted depiction of a typical camping activity in the Australian bush which is the essence of the commercial.

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 violence or weaponry.

THE DETERMINATION



The Ad Standards Community Panel (the “Panel”) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the “Code”).

The Panel noted the complainants’ concerns that the advertisement features inappropriate language and is offensive to Christians.

The Panel reviewed the advertisement and noted the advertiser’s response.

The Panel noted that the television advertisement features a variety of scenes of a family at the beach and camping while a jingle plays in the background. The jingle features the words “Boating Camping Fishing is BCFing fun and the text ‘Make it a BCFing Christmas’ appears.

The Panel considered whether the advertisement breached Section 2.3 of the Code. Section 2.3 states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised".

The Panel noted the complainants’ concern that the advertisement promotes violence by using the phrase “BCFing guns” and that the stores were selling guns.

The Panel noted that the issue of guns is one of concern to many members of the community, however noted that the use of the word “gun”, or the promotion of such, is not of itself a breach of the Code.

The Panel considered the advertiser’s response that “guns” is not used to reference firearms, but rather is used in the context of the people depicted in the advertiser being high achievers. The Panel acknowledged that that reference is likely, particularly when noting that the script of the advertisement states “she’s a BCFing gun; he’s a BCFing gun”.

The Panel considered that there are no guns included or portrayed in the advertisement, with the exception of a spear gun. The Panel considered that the reference to gun was not related to a weapon, and in the Panel’s view the advertisement did not depict violence and did not breach Section 2.3 of the Code.

The Panel considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience”.

The Panel considered the complainants’ concerns that a woman in the advertisement is shown showering with a group of people watching.

The Panel noted that this scene depicts a woman in a towel about to shower when



she is startled by a group of people with their hands over their eyes singing the jingle.

The Panel considered that the woman is depicted in a towel and is covered. The Panel considered that there is no implication of sexuality or inappropriate nudity in this scene.

The Panel considered that the imagery in the advertisement is mild and is not inappropriate for the relevant broad audience which would likely include children.

In the Panel's view the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience and that the advertisement did not breach Section 2.4 of the Code.

The Panel then 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 Panel noted the complainants' concerns that 'effing' is offensive and inappropriate language, and that an obscene term is used.

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

The Panel 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 Panel 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.

The Panel noted several complainants’ concern that the advertisement states “BCFing cunt”. The Panel noted that the complainants were incorrect and that the advertisement did not use such language.

The Panel noted that it considered the use of the word “gun” in its deliberations and determined that gun was not inappropriate language and did not breach Section 2.5.

The Panel determined that the advertisement did not breach Section 2.5 of the Code.

The Panel considered whether the advertisement complied with Section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Panel noted the complainants’ concern that the advertisement is promoting guns.

The Panel again noted that the issue of guns is one of concern to many members of the community, however noted that the promotion of guns is not of itself a breach of the Code.

The Panel considered the advertiser’s response that “guns” is not used to reference firearms, but rather is used in the context of the people depicted in the advertiser being high achievers. The Panel acknowledged that the advertiser is not a licensed seller of recreational firearms.

The Panel considered that the advertisement did not depict material contrary to Prevailing Community Standards on health and safety. The Panel determined that the advertisement did not breach Section 2.6 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Panel dismissed the complaints.

