



# Case Report

<b>1</b>	<b>Case Number</b>	<b>0510/14</b>
<b>2</b>	<b>Advertiser</b>	<b>East Shores IT</b>
<b>3</b>	<b>Product</b>	<b>Information Technolo</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Radio</b>
<b>5</b>	<b>Date of Determination</b>	<b>10/12/2014</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

## ISSUES RAISED

2.5 - Language Inappropriate language

## DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features a male voiceover describing common problems associated with computer and internet use, including "...that little mongrel wait symbol that just keeps spinning". He then goes on say that there is finally somewhere you can take you computer to be fixed: East Shore IT.

## THE COMPLAINT

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

*They had the word MONGREL in the ad.*

## THE ADVERTISER'S RESPONSE

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

*SECTION 2.5 – LANGUAGE (Complaint: Inappropriate language)*

*In this advertisement "mongrel" is used as an expression in context to convey a sense of complete and utter frustration, referencing an inanimate object i.e. computer wait symbol, with no personal degradation inferred.*

*The word “mongrel” is part of Australian language and heritage, commonly used and accepted throughout Australian media and marketing, for example; Alf Stewart, an original character still present on Channel Seven soap opera Home and Away, is well known for his use of sayings such as "flamin" mongrel" and for more than 70 years Mongrel Boots has been making footwear for Australia's workforce.*

## **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 the word ‘mongrel.’ The Board reviewed the advertisement and noted the advertiser’s response. The Board 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 Board noted this radio advertisement features a male voiceover describing common computer problems including, “that little mongrel wait symbol that just keeps spinning”. The Board noted that the word mongrel has numerous definitions according to the Macquarie Dictionary, including: · n. Any animal or plant resulting from the crossing of different breeds or varieties · colloq. A task, project etc that presents great difficulty (a mongrel of a job) · (derog.) of mixed ethnic ancestry The Board noted the word mongrel is used in the advertisement in the context of a computer problem and considered that its use was consistent with the dictionary definition regarding a task that presents great difficulty. The Board noted that the word mongrel has other, unpleasant, meanings and acknowledged that some members of the community would prefer it was not used. The Board considered however that the use of the word mongrel in the advertisement was consistent with common Australian colloquial vernacular and was not language which was strong, obscene or inappropriate in the circumstances. 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.