



Case Report

1	Case Number	0518/16
2	Advertiser	BCF
3	Product	Sport and Leisure
4	Type of Advertisement / media	TV - Pay
5	Date of Determination	07/12/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a man fishing and being watched by two other fishermen. A male voiceover sings a jingle "Boating, camping, fishing is BCFing fun" and then says it's the big brand sale. Details on items available in the sale are then provided: wanderer and coleman camp gear, waco CFX range, and Garmin marine electronics. The final scene shows a man pointing a stick at a sign which reads, "Boating, Camping, Fishing" and the jingle is sung again.

THE COMPLAINT

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

Inappropriate for young audience

*I object to the fact I have just heard my 7 year old son in the lounge watching the advertisement singing along to the tune using the lyrics BCFucking
I appreciate the advertisement is a play on words but this has gone too far.
Through the advertisement there is a tune played that has a phrase that we find is beyond acceptable. Repeated through the ad approximately 6 times is the phrase, "Fishin, boatin, camping is fishin F-ing fun". In our house we do not use the word fucking and you would have to be some sort of half wit not to know that F-ing is short for fucking. Children also of course no what this means. So this advertisement being blasted out at us through the television means that to watch the programs that we wish to watch we have to put up with the*

words, "F-ing fun" or as it supposed to be taken, fuckin fun. This is my house and I do not like or think it is reasonable for us to have this sort of language forced upon us. Unacceptable.

*In the ad they might as well be saying f**king or fucking (sorry) in the ad instead of saying fing. are kids going to go around saying fing and think its ok*

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 0518/16, 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. (An electronic copy of the advertisement is attached to the document as is the written script.)

The BCF advertisement under review is a retail adaptation of the brand TV advertisement which has previously been dealt with under Complaint Reference 0434/16. This complaint was dismissed by the Advertising Standards Board on 26th October 2016. The retail version of this advertisement (which is the subject of this complaint) 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. The only other reference in the advertisement to 'BCFing' appears in the headline as 'BCFing Big Brand Sale', which again has a direct translation to the Boating, Camping, Fishing Big Brand Sale.

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 advertisement features language which is offensive and inappropriate for children to hear.

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 this television advertisement features a jingle with the catchphrase, “BCFing fun”.

The Board noted it had previously dismissed similar complaints about the same advertisement when it was aired on free to air television in case 0434/16 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 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 aired on Pay television, where CAD numbers are not applicable, and considered that consistent with its previous determination, while the reference to a strong swear word is not to be encouraged, in the Board’s view the jingle is relevant to the brand name and the manner in which the language is used is not strong or obscene and is not inappropriate for children or adults.

The Board considered that the advertisement did not use strong, obscene or inappropriate language and 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.