



## Case Report

1	Case Number	0573/16
2	Advertiser	BCF
3	Product	Sport and Leisure
4	Type of Advertisement / media	TV - Pay
5	Date of Determination	18/01/2017
6	DETERMINATION	Dismissed

### ISSUES RAISED

2.5 - Language Inappropriate language

### DESCRIPTION OF THE ADVERTISEMENT

The advertisement opens with a father and son cooking sausages on a campfire; we then see a little girl asking a man to put an angel statue on the top of a very tall Christmas tree; a headline 'Get Your BCFing Christmas Sorted,' and finally 3 x boating, camping and fishing products advertised on promotion. During these visuals we hear the BCF jingle – “Boating, camping, fishing is BCFing fun!”

### THE COMPLAINT

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

*The advert blatantly uses the phrase F'ing ...repeatedly. This is clearly a reference to colloquial swearing and highly offensive. My 13 year old asked me how they were allowed to do that when he isn't.*

*The company are targeting a market that thinks this type of inferred swearing is funny. I have seen BCF ads with the jingle on many other stations at times children watch. Children are exposed to enough adult content they don't need to be shown how to be sneaky about it. It's also at a time when children are paying more attention for Xmas gift ideas.*

*I find it offensive to see that sort of reference to inappropriate language on TV and it is totally unnecessary in an advertisement for boating and fishing equipment. It doesn't need to*

be included.

## **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 0573/16, 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 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 Bureau 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 other reference in the advertisement to 'BCFing' appears in the headline as 'Get your BCFing Christmas Sorted'. This has a direct translation to 'Get Your Boating, Camping, Fishing Christmas Sorted', which positions the following boating, camping and fishing promoted products as Christmas gifting solutions.*

*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 the advertisement features inappropriate and obscene language.

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

The Board considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.'

The Board noted that the television advertisement opens on a father and son cooking sausages on a campfire then we see a girl asking her dad to put an angel statue on top of a very tall tree. Text then appears on screen which reads, “Get your BCFing Christmas sorted” and the jingle played throughout the advertisement includes the words ‘boating, camping, fishing is BCFing fun’.

The Board noted that as well as being an important part of the Christian calendar, ‘Christmas’ has been commercialised as a holiday season and considered that the use of the word Christmas, along with the visuals of a decorated tree and a man dressed as Santa Clause, is a secular portrayal and not a portrayal which is disrespectful or discriminatory towards people with strong Christian beliefs and in conjunction with the language doesn’t amount to discrimination either.

The Board considered that the advertisement did not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of their religious beliefs and determined that the advertisement did not breach Section 2.1 of the Code.

The Board determined that the advertisement did not breach Section 2.1 of the Code.

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 it had previously dismissed complaints about a similar advertisement for BCF 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 that the current advertisement is very similar to the previously considered advertisement and considered that consistent with its previous determination, the language used in the advertisement is not strong or obscene and 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 inappropriate in the circumstances.

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.