



Case Report

1	Case Number	0578/16
2	Advertiser	BCF
3	Product	Sport and Leisure
4	Type of Advertisement / media	Print
5	Date of Determination	18/01/2017
6	DETERMINATION	Dismissed

ISSUES RAISED

2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

This advertisement features on the cover of a BCF catalogue and promotes 6 boating, camping and fishing products on a background image of 2 characters wearing Santa hats who are looking through binoculars; there is also a headline of 'Last Minute BCFing Deals!'

THE COMPLAINT

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

BCF have adopted a new advertising slogan "BCF-ing" as a play on words with the well-known profanity known as the "F word". It is all over their catalogues, their website and on their free to air TV ads.

It is extremely offensive especially since they are targeting families. It is not clever. Not funny. And not appropriate. It is offensive, degrading and vulgar to say the least.

We don't like it and we want this drivel removed ASAP.

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 0578/16, 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 printed interpretation (catalogue cover) of the TV brand campaign 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 catalogue version of this campaign creative (which is the subject of this complaint) promotes 6 boating, camping and fishing products on a background image of 2 characters wearing Santa hats who are looking through binoculars; there is also a headline of 'Last Minute BCFing Deals!'

As previously outlined in BCF's response to Complaint Reference 0434/16, the strategic position of the campaign 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 complaint refers to the meaning of 'BCFing' in the headline, 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. The headline "Last Minute BCFing Deals!" directly translates to "Last Minute Boating, Camping, Fishing Deals!" which positions the following boating, camping and fishing promoted products as last minute 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 the campaign concept with our customers through focus groups without issue, and have received a CAD Classification of W for the TV adaptation 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 offensive and inappropriate language.

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 that this print advertisement features images of products available to purchase from BCF along with the headline of, "Last Minute BCFing deals!"

The Board noted it had previously dismissed complaints about versions of the advertisement that appeared on television in case 0434/16 and in case 0554/16 where the Board considered:

"...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 noted the current advertisement features on the cover of BCF catalogues and considered that the word 'BCFing' has less impact in its written form as it is clearly presented as an extension of the acronym 'BCF'. The Board acknowledged that some members of the community could find this use of extending a word not normally extended to be crude and suggesting of a swear word but considered that most members of the community would find the advertisement to be cheeky but not inappropriate for the relevant audience of customers of a boating, camping and fishing store's catalogue.

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 complaint.