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Advertising Standards Bureau Limited
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Case Report

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| 1 | Case Number | 0579/17 |
| 2 | Advertiser | BCF |
| 3 | Product | Sport and Leisure |
| 4 | Type of Advertisement / media | TV - Free to air |
| 5 | Date of Determination | 24/01/2018 |
| 6 | DETERMINATION | Dismissed |

ISSUES RAISED

- 2.5 - Language Inappropriate language
- 2.5 - Language Strong or obscene language

DESCRIPTION OF THE ADVERTISEMENT

A television advertisement which depicts 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' is shown on the screen.

THE COMPLAINT

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

I object because they are using the f ing part of the song as a play on the word f#%king which is not acceptable with little ears around and also when they said a few times have an f ing good Christmas, and that my son getting into trouble at school for repeating the song from the ad. this is not acceptable.

As if the usual BCF'ing aren't bad enough, they have now lowered their standards by





saying associating BCF'ing with Christmas.

I am not particularly religious but strongly feel that this is an insult to anyone who sees Christmas as more than just a public holiday.

I challenge BCF to run an advert "have a BCF'ing Ramadan" and see how far that gets them.

Their advert is offensive to the average person (not to mention the bad influence it has on the kids) and I believe it should be discontinued immediately.

We teach our kids not to use bad language, then the adds teach our little ones & school aged kids that's it's ok by saying it in a different way. It's wrong! We don't want our kids going around saying it's F'n fun, do you? Please could you take this add off the air & be more sensitive to kids & families when making adds. Thanks for listening

*There is a strong inference that BCF is BCF***ing good*

The word is thinly disguised

Specifically it is about the BCF jingle.

The words of their jingle utilities a connotation and implies a swear word in their jingle... "Boating, Camping, 'F...ing' fun."

This type of adverting is not family friendly at all.

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 0579/17, 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 current retail versions of this advertisement (which is the subject of this complaint) include the same jingle as the advertisement from 0434/16, promoting 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 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 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 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. In the jingle, the lyrics "BCFing Fun" directly translate to "Boating, Camping, Fishing fun," which drives our strategy to highlight the joy associated with outdoor leisure past times.

The second reference in the advertisement to 'BCFing' is a headline in the voice over and super imposed text which says, 'Make it a BCFing Christmas.' Again this direct translation to 'Make it a Boating, Camping, Fishing Christmas' is not a reference to offensive language but a call to action for our audience to get outdoors over the holiday season.

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 complainants' concerns that the advertisement features inappropriate language and is offensive to Christians.



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 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 Board noted it had previously dismissed complaints about a 'W' rated advertisement which used the phrase 'BCFing' in conjunction with Christmas in case 0554/16 where:

"The Board noted the complainants' concerns that using Christmas to promote tools, and linking this promotion with inappropriate language, is offensive to Christians. 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.

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 noted that the content of the current advertisement is similar to the previously considered case and considered that Christmas has been commercialised as a holiday season and the use of the word Christmas with the visuals of stockings and Santa hats is not a portrayal which is disrespectful or discriminator towards people with strong Christian beliefs.

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 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 the complainants’ concerns that ‘effing’ is offensive and inappropriate language.

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

The Board 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 Board 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 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 complaints.

