



**ADVERTISING
STANDARDS
BOARD**

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Case Report

1	Case Number	0582/17
2	Advertiser	Youfoodz
3	Product	Food and Beverages
4	Type of Advertisement / media	Billboard
5	Date of Determination	24/01/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

This billboard advertisement with a picture of a Youfoodz meal and the words "Eat the Best, Fork The Rest."

THE COMPLAINT

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

I have previously complained about the TV advertising. the wording is unnecessary and implies a server swear word.

Can I have this advertisement removed ASAP

THE ADVERTISER'S RESPONSE

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

As a food company, Youfoodz does not agree that the language is inappropriate.

THE DETERMINATION

The Advertising Standards Board (the “Board”) considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics (the “Code”).

The Board noted the complainant’s concerns that the advertisement uses language which is unnecessary and implies a swear word.

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 the billboard advertisement had the words ‘eat the best, fork the rest’ in large letters with a picture of the product.

The Board noted that the advertising material appears on a billboard and is visible to a broad audience that would include children.

The Board noted that the word ‘fork’ is used in a manner that suggests that other products should not be eaten in favour of the advertised product and that there is a suggestion of the word ‘fuck’.

The Board noted that it had previously considered substitutes for the f word in advertising such as ‘effing’ (0434/16 and 0277/15) and ‘friggin’ (0311/15). In these cases the Board has determined where the word is not used in an overly aggressive manner this does not amount to strong or obscene language.

In the current advertisement the Board considered that the suggestion of strong language was mild, with the word ‘fork’ being not out of place in conjunction with an image of the advertised product. The Board considered that the word ‘fork’ was not strong or obscene language and was not inappropriate for a billboard advertisement seen by a broad audience which would include children.

The Board considered that the advertisement did not use strong or obscene language and that the use of ‘fork the rest’ was not 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.

