



**Ad Standards** Community Panel  
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**AdStandards.com.au**

Advertising Standards Bureau Limited  
ACN 084 452 666

# Case Report

1	<b>Case Number</b>	<b>0589/17</b>
2	<b>Advertiser</b>	<b>Youfoodz</b>
3	<b>Product</b>	<b>Food and Beverages</b>
4	<b>Type of Advertisement / media</b>	<b>TV - Free to air</b>
5	<b>Date of Determination</b>	<b>24/01/2018</b>
6	<b>DETERMINATION</b>	<b>Dismissed</b>

## ISSUES RAISED

2.5 - Language Inappropriate language

## DESCRIPTION OF THE ADVERTISEMENT

A television advertisement which depicts a young boy talking about the range of Youfoodz products and includes the line “you’re living in the friggin 90s”.

## THE COMPLAINT

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

*In each of the three versions, the boys uses inappropriate and unwarranted language - certainly for an 8 year old, but swearing on prime time tv is inappropriate from anyone. I believe these ads contravene the standards set out below;*

*2.5 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 ADVERTISER'S RESPONSE**

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

*Confirming that all Youfoodz TVC's featuring the 'young chef/Gordon Ramsey, have been removed from air Wednesday 3rd January 2018.*

## **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 contains inappropriate language from a child.

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 television advertisement featured a young boy talking about the range of products and included the line "you're living in the friggin 90s".

The Board noted that the word "friggin" is very clearly spoken by the child and it is clear that he is not saying the word "fucking".

The Board discussed the meaning of the term 'friggin' noting that the Urban Dictionary describes it as a 'non-swear word replacement for 'fucking'".

The Board notes 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 consistently determined where the word is not used in an overly aggressive manner this does not amount to strong or obscene language.

A minority of the Board considered that the word 'friggin' when used by a young child is still language that is inappropriate for a child to say.

The majority of the Board considered that the word "friggin" was not strong or obscene language and was not inappropriate for a television advertisement seen by a



broad audience which would include children.

The Board noted that advertisers should take care when using children in advertisements to mimic the behaviour of adults but considered that the actual content of the advertisement does not use strong or obscene language and overall the language used is not inappropriate in the circumstances.

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.

