



CASE REPORT

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| 1. Complaint reference number | 1/00 |
| 2. Advertiser | Autobarn Bundaberg |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a scene of a malfunctioning automatic teller machine, with voiceover saying ‘The Y2K Shit Scared Sale now on at Autobarn’ and the words ‘Y2K Shit Scared Sale’ superimposed on the screen. Voiceover proceeds to give details as to the various items on sale as their images are displayed on screen. In a different version of the advertisement the word ‘shit’ is replaced with a beep in voiceover and the symbols ‘x#*@’ in superimposition.

THE COMPLAINT

Comments that the complainant/s made regarding this advertisement included the following:

“I believe the word ‘shit’ is extremely inappropriate for any advertisement and definitely should not be used on TV during family viewing time.”

“I personally find this ad offensive no matter when it is shown. However, I find it totally unacceptable to have it shown during the day, on the Christmas holiday break, when the maximum number of children are viewing.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the use of the expression ‘shit scared’ within the advertisement was not inappropriate given that it had received a PG rating and was restricted to being broadcast within the relevant time classification zones. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.