



CASE REPORT

1. Complaint reference number	109/00
2. Advertiser	Blockbuster Aust Pty Ltd (Blockbuster Video - 'Big Daddy')
3. Product	Retail
4. Type of advertisement	Radio
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 11 April 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement consists of the following voiceover, against the sound of trickling water: 'Going home happy from Blockbuster is easier than peeing in your pants. Aah. Rent Adam Sandler's "Big Daddy", the one where the little kid whizzes all the time, and you're in with the chance to win \$25,000 in the Big Daddy of all promotions. This isn't a peeing contest. Aah. Blockbuster have so many copies of "Big Daddy", it'll be in-store when you want it or you'll rent it free. That's the Blockbuster promise. So don't get peed off. Rent "Big Daddy" today. Go home happy. Blockbuster.' The advertisement concludes with the sound of a lavatory flushing.

THE COMPLAINT

Comments which the complainant made regarding this advertisement included the following:

'While I do not find the swearing offensive (although I know some people would) what is in bad taste is the sounds – especially like yesterday when I was (at) a meeting where there were older ladies present obviously showing signs of discomfort.'

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 language within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.