



CASE REPORT

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| 1. Complaint reference number | 114/07 |
| 2. Advertiser | Dragon City Lanes |
| 3. Product | Leisure & Sport |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 10 April 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features a news report on a local ten-pin bowling centre. An announcer states "We now cross to Dragon City Lanes for the latest on the strike!". A reporter on site replies "Thanks Mike. It seems due to the popularity of Dragon City Lanes, the pins are after better working conditions. \$5 bowling on Tight-Arse Tuesday has the pins overworked and tired! Their demands so far include safety suits and padded bowling balls...it seems the pins are sick of being bowled over and over and over again! Updates as they happen..." The studio announcer concludes, "That's the latest on the Dragon City Lanes Strike. The response from Dragon City Lanes is they WILL continue \$5 games on Tight Arse Tuesdays".

THE COMPLAINT

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

The word "tight-arse" is unacceptable on daytime or afternoon radio. It's also completely unnecessary to use this language to advertise a family pastime.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

In response to the complaint regarding the words "tight ass" in the dragon city lanes commercial. We believe it does not breach the code of ethics regarding bad language. It is not derogatory in any way.

THE DETERMINATION

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

The Board listened to the advertisement and considered whether the advertisements breached Section 2.5 of the Code dealing with the use of language. The Board considered the complainant's comments that the words 'tight arse' in the ad was offensive.

The Board agreed that the use of the word "arse" in advertising was generally acceptable and previous cases have allowed its use. Generally the word is common in Australian vernacular and is acceptable where used in an advertisement in a manner consistent with Australian colloquial usage that does not amount to strong or obscene language. In this case the Board felt that the term 'Tight Arse Tuesday', used to refer to a day of the week when discounts are often made available, was acceptable. The Board found that the advertisement did not breach Section 2.6 dealing with strong

language.

Further finding that the advertisement did not breach any other part of the Code, the Board dismissed the complaint.