



CASE REPORT

1. Complaint reference number	124/04
2. Advertiser	Queensland IT
3. Product	Information Technology
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 8 June 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts Queensland IT's various available products and brands. The tagline is "Best Brands, Bloody good prices."

THE COMPLAINT

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

"The ad suggests you come to QLD IT for a 'Bloody' good deal. I find this extremely inappropriate language to be using during the middle of the day."

"There are enough words in the English language that could replace the use of the word 'bloody'."

THE ADVERTISER'S RESPONSE

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

"The word bloody has been played down and there has been no over emphasis of the word."

"QLD IT, has not set out in deliberate terms to offend or shock the public, however we have tried to get our message across in what we believe to be a very proud Australian manner."

THE DETERMINATION

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

The Board was of the opinion that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to language.

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