



## **CASE REPORT**

1. Complaint reference number	127/00
2. Advertiser	Mitsubishi Motors Aust Ltd (Triton 4WD Ute)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 9 May 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement portrays a man in the country and a (Triton) utility. A voiceover describes the vehicle's features in comparison with the Hilux utility, to which the man responds each time, 'Bigger'. As the man drives away in the vehicle, the voiceover says, 'The Mitsubishi Triton four wheel drive ute. Bigger than the other bugger.'

## **THE COMPLAINT**

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

*'..... contained language which we do not use in our home and which, frankly, I find offensive.'*

## **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, while appreciating the complainant's personal point of view, felt that the language used in the advertisement did not offend prevailing community views and that the advertisement did not breach the Code on this or any other ground. Board members noted that the word 'bugger' was an example of a term which currently was used innocuously and widely in the Australian community. The Board dismissed the complaint.