



CASE REPORT

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| 1. Complaint reference number | 128/02 |
| 2. Advertiser | Super Cheap Auto Pty Ltd |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 11 June 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement reviewed by the Board opens on a scene within a Super Cheap Auto store where a man and woman are inspecting an item. The woman says: “Geez that’s cheap,” and a store assistant appears, saying: “Everything’s cheap at Super Cheap,” before showing a range of products and their prices. The advertisement concludes with a graphic incorporating Super Cheap Auto signage with an Internet website address and captions reading: ‘Get The Lot For Less,’ and ‘Doors Open 8.00AM 364 Days A Year.’

THE COMPLAINT

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

“...the expression ‘Jeez’ is a corruption of Jesus...taking God’s name in vain.”

THE DETERMINATION

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

Making reference to a previous determination on the use of the expression ‘Geez’ (127/02), the Board determined that the use of the expression in this advertisement did not breach the provisions of the Code relating to language.

As the advertisement did not contravene any other provisions of the Code, the complaint was dismissed.