



## **CASE REPORT**

1. Complaint reference number	128/06
2. Advertiser	Sportsmans Warehouse
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 11 April 2006
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement has a voiceover and text announcing “Huge. Enormous. Gigantic. None of these words come even close to describing the sheer, breath-taking scale of the Sportsmans Warehouse...Seriously Bloody Big Sale”, followed by images of items on sale.

## **THE COMPLAINT**

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

*...if we allow swearing on (TV) especially in the advertising we are teaching our kids that its okay to be uncivil and swear.*

*I object to the use of swearing in an attempt to get buyers attention. The use of the word “bloody” as an adjective to describe a sale is ridiculous.*

*...children...learn to swear because someone has been careless, inconsiderate about what they think is an acceptable boundry (sic)*

## **THE ADVERTISER’S RESPONSE**

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

*Sportsmans Warehouse has a reputation for somewhat irreverent advertising, delivered in a dry, humorous style. We believed that this particular advertisement would appeal to our core target market of 20 to 40 year olds.*

*It is our contention that the word “bloody” is a common part of everyday language for most Australians, and as such would not be likely to cause offence to a significant percentage of the population at large.*

## **THE DETERMINATION**

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

The Board considered whether the use of the word ‘bloody’ in this advertisement was appropriate in the circumstances. The Board noted that the word ‘bloody’ is used as part of the Australian vernacular as an adjective and that many people would describe something as ‘bloody big’. The Board considered that the word ‘bloody’ in the context of this advertisement was appropriate.

The Board did not consider that the word ‘bloody’ in the context of this advertisement was strong or

obscene language.

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