



## **CASE REPORT**

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| 1. Complaint reference number | 13/05                                    |
| 2. Advertiser                 | Excom Education Pty Ltd                  |
| 3. Product                    | Education                                |
| 4. Type of advertisement      | Radio                                    |
| 5. Nature of complaint        | Language – use of language – section 2.5 |
| 6. Date of determination      | Tuesday, 8 February 2005                 |
| 7. DETERMINATION              | Dismissed                                |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement is a radio advertisement in which the speaker asks “Is your job giving you the shits?”

## **THE COMPLAINT**

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

*“The radio advertisement contains blatant swearing. In this advertisement, the word “shit” is used in a situation when another, less offensive word, could have been used instead.”*

## **THE ADVERTISER’S RESPONSE**

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

*“The wording in question is not offensive, but is however ‘Standard Australian Vernacular’.”*

## **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 view that the language used and the context within which it was used, was appropriate for the relevant audience.

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.