



CASE REPORT

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| 1. Complaint reference number | 142/03 |
| 2. Advertiser | Byrne Ford Pty Ltd |
| 3. Product | Retail |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 13 May 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features text reading: '99.999% customer satisfaction. (Bugger).' The advertisement also incorporates the advertiser's logo together with that of major car makers.

THE COMPLAINT

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

"...it is hard enough trying to instill acceptable language in our children without large firms like this trying to catch the public eye with a large 'Bugger.'"

THE DETERMINATION

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

The Board noted the advertiser's response that the language employed could not be regarded as broadly offensive to modern society, and determined that it did not contravene the language provisions of the Code.

Finding that the material did not offend the Code on any other grounds, the Board dismissed the complaint.