



CASE REPORT

1. Complaint reference number	150/08
2. Advertiser	Bunnings Group Ltd
3. Product	Hardware/Machinery
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Monday, 19 May 2008
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This advertisement for Bunnings Warehouse is filmed inside one of their stores where we see two team members (Glen and Stef), standing in the tools section, discussing Bunnings products. The younger team member, Stef, says: "There is an unspoken bond between a man and his drill." He is seen holding a drill. Glen replies: "It's like a great bottle of wine, it's just a wonderful thing to have." The next scene is of Bunnings products being advertised, a voice over states: 'Bunnings Treated Pine Sleepers \$11.90, Electric Blower Vac \$89, Jumbuck Patio Heater \$239, Redicote Door \$26.90, Potted Colours \$2 each.' The advertisement moves back to Glen and Stef. Glen says "You name it, its here ... chisels, hammers." Stef interjects: "Why would you want to look at chisels and hammers?" Glen says: "but.." and Stef says 'why ... you've got drills', pointing behind him. The camera then pans out to see lots of smaller, duplicate shots of the Bunnings' staff in the warehouse. A voice over concludes 'Bunnings Warehouse, lowest prices are just the beginning'.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*An older gentleman is describing some of the items (hammers, screwdrivers etc) which are stocked by Bunnings and which he and a younger male are standing in front of. The younger gentleman standing next to him then turns around and looks at these items stating clearly "Why would you want any of those ... *uck, we've got drills". The use of the word "*uck" in any ad - but particularly one during time-slots where children are watching is entirely and utterly inappropriate.*

THE ADVERTISER'S RESPONSE

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

The use of offensive language isn't part of the values that Bunnings hold, and certainly would not be used by us in promoting the Bunnings Warehouse brand.

I have viewed the ad in question and refute the claim that the team member swore. After viewing it several times at no time does the team member in question say 'fuck', he does not emphasise the letter 'f' or 'k', the actual word used is 'what'.

I personally attend the filming of the TVC's in each state and at no time would allow a team Member to swear, and if they did it would be edited and would certainly not go to air.

THE DETERMINATION

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

The Board viewed the television advertisement and listened very carefully to all of the dialogue.

The Board was in complete agreement that that no inappropriate or profane language was used at any time during the advertisement.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.