



CASE REPORT

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| 1. Complaint reference number | 16/01 |
| 2. Advertiser | Glenfords Tool Centre |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 13 February 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a former Test cricketer, Jeff Thomson, interviewing shoppers at the advertiser's retail outlet. After speaking with two, he approaches a third and, armed with a microphone, says 'Quick, fellas, we have time for one more'. The customer says, 'Hey what the (bleeped)?', as the words 'oops' appear in black and white on the screen as if covering his mouth. Thomson says, 'Hey, you're on TV', and then asks the interviewee, 'Do you shop here often?', to which the latter replies, 'Always, (bleeped) always', as the words 'oops' appear again on screen across the man's mouth.

THE COMPLAINT

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

'..... we do not need a law degree to know what is bleeped out. I feel that we are menaced enough in this day and age by swearing the use of bad language and that it is the pits when we are now being subjected to it on ads. And the ads are shown on the TV when children would certainly be watching.'

THE DETERMINATION

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

The Board determined that the material within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.