



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 172/98  |
| 2. Advertiser                 | Witchery (French Connection)                                      |
| 3. Product                    | Retail  |
| 4. Type of advertisement      | Outdoor   |
| 5. Nature of complaint        | Language – use of language – section 2.5<br>Other - Miscellaneous |
| 6. Date of determination      | Tuesday, 13 October 1998  |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement which appeared in a shop window comprises three rectangular panels. In the first panel are the letters 'fcuk'. In the middle panel is a photograph of a woman wearing a white tee-shirt with the words 'French Connection U.K.' on it. In the third panel is the word 'soon'.

## **THE COMPLAINT**

Comments the complainant made about the advertisement included:

*'Where has Australian common sense and decency gone? The French are welcome to continue their cultural war with the English. Why should we suffer this new low in public advertising?'*

## **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 was of the opinion that the advertisement would not offend prevailing community views and standards and did not breach the Code. The Board dismissed the complaint.