



**ADVERTISING  
STANDARDS  
BUREAU**

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## **CASE REPORT**

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|-------------------------------|--|
| 1. Complaint reference number | 179/01                                   |
| 2. Advertiser                 | Rebel Sport Ltd (Kick Arse Sale)         |
| 3. Product                    | Retail                                   |
| 4. Type of advertisement      | TV                                       |
| 5. Nature of complaint        | Language – use of language – section 2.5 |
| 6. Date of determination      | Tuesday, 11 September 2001               |
| 7. DETERMINATION              | Dismissed                                |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement portrays young people playing various sports while an announcer's voice says "The Rebel Sport Winter Sale is now on." Captions then coincide with the voice saying "Clothing, footwear, exercise and sports equipment at prices that kick arse". The advertisement ends with a graphic reading 'Rebel Sport. Hurry, stocks won't last.'

## **THE COMPLAINT**

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

*"I was both amazed and appalled to see the term arse used in both the voice-over and in written text on the screen. I believe most Australians would deem this term to be swearing if not outright profanity."*

*"...it uses language that is unnecessarily crude."*

## **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 determined that the content of this advertisement did not contravene the Code in its use of language. It further found that the advertising material did not breach the Code on any other ground, and therefore dismissed the complaint.