



## **CASE REPORT**

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| 1. Complaint reference number | 18/98                                    |
| 2. Advertiser                 | Nando's Australia Pty Ltd                |
| 3. Product                    | Food                                     |
| 4. Type of advertisement      | Radio                                    |
| 5. Nature of complaint        | Language – use of language – section 2.5 |
| 6. Date of determination      | Thursday, 14 May 1998                    |
| 7. DETERMINATION              | Dismissed                                |

## **DESCRIPTION OF THE ADVERTISEMENT**

This radio advertisement features a ‘Noel Gallagher’ (of ‘Oasis’) sound-alike being interviewed (in connection with ‘Hero’ Chicken). The sound-alike frequently uses expletives (bleeped) and behaves in a generally boorish manner.

## **THE COMPLAINT**

Comments the complainant made about the advertisement included:

*‘The “F” word is used repeatedly but beeped out. Other uncouth language is also used. I find this ad offensive and feel that we should not be reinforcing Oasis’ bad behaviour..... This ad is not appropriate for daytime airing..... Let’s face it, we have to draw the line somewhere!’*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics

The Board was of the opinion that this advertisement did not breach Section 2 of the Advertiser Code of Ethics (‘the Code’) and accordingly dismissed this complaint.

In particular, the Board looked at Section 2.5 of the Code which states as follows:

‘Advertisements shall only use language which is appropriate in the circumstances and strong or obscene language shall be avoided.’

Board members noted in passing that, although this advertisement verged on a breach of Section 2.5 of the Code, its decision to dismiss the complaint was influenced by the topicality of the Oasis visit (now over), the target audience and the advertiser’s assurance that the advertisement would not be aired again.