



## **CASE REPORT**

1. Complaint reference number	184/99
2. Advertiser	Optus Communications (Microplex)
3. Product	Telecommunications
4. Type of advertisement	Radio
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 8 June 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The radio advertisement involves a man speaking the words ‘Get a load of this, would you. These blokes from Microplex reckon I can get unlimited internet access for just \$34.95 a month. “Bollocks!”, I said. “But sir”, they said “Just by using your credit card you can have unlimited internet access for \$34.95 a month”. Bollocks! Absolute bollocks!’ An announcer is then heard saying ‘Microplex credit card internet access only \$34.95 per month. No bollocks.’

## **THE COMPLAINT**

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

*“I find it extremely offensive and I don’t expect that sort of language at 5 o’clock .”*

## **THE DETERMINATION**

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

The Board determined that use of the word ‘bollocks’ within the overall humorous context of the advertisement did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on any grounds and, accordingly, dismissed the complaint.