



CASE REPORT

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| 1. Complaint reference number | 185/02 |
| 2. Advertiser | Floppy Diks Computers |
| 3. Product | Information Technology |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Monday, 12 August 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The material provides details of a computer offer together with the advertiser's logo which comprises a graphic incorporating the text: 'Floppy Diks Computers' underneath which is written: 'Where you won't get screwed'. The computer advertised is offered on an 'easy payment' plan and the address and telephone number of the advertiser are given.

THE COMPLAINT

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

"I am writing to object to the name of the company...because I find it offensive...I am disappointed that a business could register a name such as this. It further upsets me that they can use the slogan under it."

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 advertisement did not breach the Code in relation to the use of language or on any other ground and, accordingly, dismissed the complaint.

In reaching its decision the Board made reference to the type of language that is in common use, and to prevailing community standards.