



CASE REPORT

1. Complaint reference number	192/03
2. Advertiser	Froggy Internet Services
3. Product	Information Technology
4. Type of advertisement	Radio
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 10 June 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

Employing a frog sound as a ‘bleep’, this radio advertisement comprises a male voice saying: ‘There’s a lot of (frog sound) Internet service providers out there, but quite frankly, most of ’em aren’t much (frog sound) good, especially when you talk to the people in their (frog sound) call centres. If you want the best (frog sound) service for dial up and broadband Internet, you should talk to froggy.com.au. There’s no (frog sound) long-term contracts—just the Internet access you need at a great price. In fact, our customers (frog sound) swear by it. Hop on line and leap with froggy.com.au. Click on, or call 1300 739 111.’

THE COMPLAINT

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

“A man is talking and when he says the ‘F’ word a frog croaks...now do you think that I should have to explain to a 5 year old why?”

THE DETERMINATION

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

Noting that the material did not contain any swear words, the Board determined that the advertisement did not constitute a contravention of the language provisions of the Code.

As the material did not breach the Code on any other grounds, the complaint was dismissed.