



CASE REPORT

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| 1. Complaint reference number | 193/03 |
| 2. Advertiser | Mitsubishi Motots Australia Ltd (Triton Ute) |
| 3. Product | Vehicles |
| 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

Three radio advertisements referred to the Board feature men talking about the Mitsubishi Triton Ute, with intermittent sound effects ‘bleeping’ some of their words.

THE COMPLAINT

Comments which the complainant/s made regarding these advertisements included the following:

“This group of ads ‘bleep out’ supposed unsavoury words and are a poor example to children.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that as these advertisements did not contain any offensive words, they could not contravene the Code in their use of language.

On further determination that the material did not otherwise offend the Code, the Board dismissed the complaint.