



CASE REPORT

1. Complaint reference number	194/03
2. Advertiser	Honda Motorcycle Power Equipment (TRX350/450)
3. Product	Vehicles
4. Type of advertisement	Radio
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 12 August 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features a male farmer-styled voice saying: “You’re riding through the paddock, blowing oil fumes and muck, when you bust off your exhaust pipe screaming bother, struth and...Funky four wheel TRX now that would be a hit, so trade up to a new one now for your old piece of...Shoot into your local Honda dealer for \$1,000 minimum trade in on any old bike when you buy a sensational new TRX350 or 450 but only for a limited time.” The advertisement ends with dealer contact details.

THE COMPLAINT

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

“One line ends with ‘muck,’ the next line ends with a word that starts with ‘f’ and then does not rhyme with the rest of ‘muck.’ Another line ends with a word that ends in ‘it,’ with the line after that ending with a word that starts with ‘sh’ but then does not rhyme with the ‘it’ sound. I believe that this is totally unnecessary and is offensive.”

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 noted the advertiser’s submission that: ‘The cheeky tone and deliberate last-minute avoidance of expletives is straight out of the playgrounds of Australia .’

Commenting that the material did not actually contain any offensive language, the Board determined that it did not contravene the provisions of the Code relating to language.

On further determination that this advertisement did not breach the Code on any grounds, the Board dismissed the complaint.