



CASE REPORT

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| 1. Complaint reference number | 198/98 |
| 2. Advertiser | Mensland Elizabeth (South Park T-Shirts) |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 10 November 1998 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement starts with male voiceover whose commentary includes, ‘...Son of a Bitch... Mensland have got South Park t-shirts (quotes prices etc). The advertisement also shows three young female models wearing the subject t-shirts, one of which says, ‘Kick Ass’. An accompanying voice (imitating a character from the television show South Park) can be heard saying, ‘My God, they’ve killed the price on Kenny...’

THE COMPLAINT

Comments the complainant made about the advertisement included:

‘I saw this commercial for the first time yesterday afternoon. The advertisement begins with the words “Son of a Bitch”. Also, one of the models is wearing a t-shirt with “Kick ass” on it. I feel that the television should be free of bad language and other offensive items. I do not like my children viewing such things on television.’

THE DETERMINATION

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

Board members were of the view that the advertisement did not constitute a breach of the Code and would not offend prevailing community views and standards. The Board dismissed the complaint.