



CASE REPORT

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| 1. Complaint reference number | 21/00 |
| 2. Advertiser | Frankston & Peninsula Airport Shuttle |
| 3. Product | Travel |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement consists of a man saying ‘Soon, there’ll be a tollway operating on the Tullamarine freeway. Which means every time you drive out to the airport, as well as paying expensive parking fees, you’ll have to pay a toll as well, each way. Stuff that. Take the Airport’s Bus Southern Suburbs instead. No tolls, no parking fees, no facing the traffic yourself, no worries’.

THE COMPLAINT

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

“They use the words ‘stuff that’. I find that offensive. Ladies of a delicate nature and children could hear that and be offended.”

THE DETERMINATION

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

The Board determined that the language used within the advertisement was not inappropriate given its overall context and would not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.