



## **CASE REPORT**

1. Complaint reference number	211/99
2. Advertiser	Deering Autronics
3. Product	Professional Services
4. Type of advertisement	Radio
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 13 July 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The radio advertisement commences with the sounds of a person unsuccessfully attempting to start a motor vehicle, whilst saying ‘Oh, bugger! ...Bugger!’ Voiceover then says ‘There’s a way to tell if someone hasn’t been to the new Deering Autronics superstore in Welshpool. They’re the ones saying ... Bugger! Bugger! Bugger! Don’t get caught out. Head into one of Deering Autronics’ nine stores, including the new superstore in Welshpool, to have your battery, starter motor and alternator checked. Deering Autronics. Your auto electrical experts. Call 013 for your nearest location.’

## **THE COMPLAINT**

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

*“I find the language used, particularly the way it is repeated so many times on the advert, to be quite offensive.”*

## **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 use of the word ‘bugger’ was not inappropriate in the overall humorous context of the advertisement and did 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.