



## **CASE REPORT**

1. Complaint reference number	219/99
2. Advertiser	Kosciusko Thredbo Ltd (Bastards)
3. Product	Travel
4. Type of advertisement	TV
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 television advertisement comprises a scene of rolling text, with the words being read out by accompanying voiceover. The text reads ‘We’d like to apologise to everyone who was offended by the word “Bastard” in the latest Thredbo commercial. We never thought “Bastard” would upset so many people. In fact, had we known that the word “Bastard” would cause such a kerfuffle, we would never have put the word “Bastard” in, in the first place ...which is a bit of a bastard really. Anyway, to everyone who complained about the word “Bastard” we’d like to say get a life. In fact, for only \$299\* you can spend the weekend skiing Thredbo. Ski Thredbo, you’ll like it.’

## **THE COMPLAINT**

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

*“This sort of profanity is senseless and stupid.”*

*“We deserve a far better deal in relation to the now proliferation of coarse language creeping into our lives.”*

*“Of particular concern is that this ad was aired at an early hour during a family movie of G rating. My 6 and 9 year old son & daughter were exposed to this language, which I believe should not have happened.”*

## **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 noted that the word ‘bastard’ was in widespread use in the Australian community with inoffensive connotations. The Board determined that, in the context of this particular advertisement, its use 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.