



CASE REPORT

1. Complaint reference number	220/07
2. Advertiser	Srixon Sports Australasia Pty Ltd
3. Product	Leisure & Sport
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 14 August 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features golfer Robert Allenby relating a story from a golf tournament he played. "I was trying out a new ball. I pull out my 6 iron and gave it a rip" (an animated golf ball comments "He spanked me!") Allenby continues "I thought it was gonna be stiff - believe it or not, the little bugger went straight in the hole (the animated golf ball comments "Bugger? Who're you calling a bugger mate?")

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

...they repetitively refer to the ball as "a bugger". Considering the true meaning of the word this seems most inappropriate and not really amusing.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

I'm writing to help you understand why we would use such a word like 'bugger' in one of our television advertisements and featuring a well known personality like Robert Allenby.

We were of the view that the word, 'bugger', is in common usage as an expletive divorced from any particular meaning, and that the majority of people would accommodate it, particularly within the humorous context of the advertisement.

It's a word that you would hear more commonly now and has become apart of Australian slang.

THE DETERMINATION

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

The Board noted the complainant's concern about use of the word 'bugger' in this advertisement. The Board noted that it has previously determined that 'bugger' is not inappropriate language where its use is consistent with its use as in the Australian vernacular. Such use is not connected to any literal meaning of the work and, in the Board's view, is unlikely to be considered offensive by most members of the Community. The Board considered that the word 'bugger' was used in the appropriate slang manner in this advertisement and was most likely to be considered humorous by most members of the community although not all.

On this basis the Board determined that the advertisement did not breach section 2.5 of the Code. Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.