



CASE REPORT

1. Complaint reference number	221/00
2. Advertiser	Picknowl
3. Product	Telecommunications
4. Type of advertisement	Print
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 8 August 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement is captioned ‘Surf the net for a buck an hour for as long as you buckan’ like’. Underneath is smaller text which describes the service offered. At the bottom right of the advertisement is the advertiser’s logo and website.

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

‘Quite clearly, if one was (sic) to replace the letter “f” for the letter “b” in “buckan’”, we would have a word which is absolutely filthy in this context and belongs in the gutter, not a State newspaper.’

‘The language inferred offends me.’

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 material within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.