



CASE REPORT

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| 1. Complaint reference number | 222/02 |
| 2. Advertiser | Denmac Ford |
| 3. Product | Vehicles |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 10 September 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts 2 white speech bubbles with the words: ‘Where the &!% @ is Denmac Ford’ and ‘DARRA--Top of the hill.’

THE COMPLAINT

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

“...I object to the use of expletives in advertising even when they have been substituted with symbols, the foul language alluded to in this advertisement is not warranted...”

THE DETERMINATION

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

The Board considered that the use of symbols need not be interpreted as any particular words and determined that the advertisement did not breach the Code in the use of language or on any other grounds.

Accordingly, the complaint was dismissed.