



CASE REPORT

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| 1. Complaint reference number | 222/03 |
| 2. Advertiser | Crazy John's |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 8 July 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features Rugby League personality Paul ‘Fatty’ Vautin first talking about names he has been called and then remarking that “no one has called me a crazy fan...until now.” He goes on to say: “My mates at Crazy John’s have worked bloody hard to bring their customers the best deals in Australia . And like millions of other Australians I’m a Crazy John’s fan.” The advertisement concludes with the presenter supporting captioned contact details for the advertiser.

THE COMPLAINT

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

“I find that the choice of language that Paul (Fatty) Vaughtin (sic) uses in this advert (‘worked bloody hard’) to be unnecessary and inappropriate for children. Many children look up to these people as role models, and begin to think that this type of language is acceptable.”

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 noted the advertiser’s submission that the advertisement employed ‘an Australian term used in every day language,’ and determined that, under prevailing community standards, it did not offend the language provisions of the Code.

Finding that the advertising material did not contravene the Code on any other grounds, the Board dismissed the complaint.