



CASE REPORT

1. Complaint reference number	234/06
2. Advertiser	Nufarm Ltd
3. Product	Other
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 11 July 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a small group of farmers sitting in a barn as “Jim” admits to the use of cheap imported Trifluralins. In a situation similar to that of support groups, the others sympathise. We then see the group leader walking on a farm where field trials are taking place and he advises “If you think all farm chemicals are the same, you need help. The best farmers tell me that when you buy Nufarm, you’re supported by guarantees, product innovation and field trials in your own backyard. So you’re investing in your future and the future of Australia”. Cutting back to the barn meeting, Jim proudly proclaims “And I haven’t touched the imported stuff all season.” Voiceover concludes “Insist on Nufarm. Anything else is just bloody unAustralian.”

THE COMPLAINT

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

Swearing is becoming too common in advertising.....Whatever happened to good old fashioned decency!

THE ADVERTISER’S RESPONSE

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

Nufarm sincerely regrets any offence caused to individual members of our community.

We believe the use of the word “bloody” is appropriate in the context of the script and is common in the Australian vernacular. Nufarm believe it is not offensive to the vast majority of the population.....It is our opinion the word “bloody” is neither strong nor obscene.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board considered whether the use of the word ‘bloody’ in this advertisement was appropriate in the circumstances. The Board noted that the word ‘bloody’ is used as part of the Australian vernacular as an adjective and that many people would describe something as ‘bloody big’. The Board considered that the word ‘bloody’ in the context of this advertisement was appropriate.

The Board did not consider that the word ‘bloody’ in the context of this advertisement was strong or obscene language.

Further finding that the advertisement did not breach the Code on any other grounds, the Board

dismissed the complaint.