



## CASE REPORT

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| 1. Complaint reference number | 27/99                                    |
| 2. Advertiser                 | Australian Red Cross Blood Service - SA  |
| 3. Product                    | Community Awareness                      |
| 4. Type of advertisement      | Radio                                    |
| 5. Nature of complaint        | Language – use of language – section 2.5 |
| 6. Date of determination      | Tuesday, 9 February 1999                 |
| 7. DETERMINATION              | Dismissed                                |

## DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement includes the following script:

**Voice no 1** : ‘You feel very good don’t you?’

**Voice no 2** : ‘Oh yea I feel very, very good.’

**Voice no 1** : ‘You do don’t you?’

**Voice no 2** : ‘I feel good...I feel great...(Laughs) as a matter of fact I feel bloody great...’

**Tag** : ‘Now’s the time to give blood and see how good it makes you feel...’

**Voice no 2** : ‘I feel bloody great.’

## THE COMPLAINT

Comments the complainant made regarding this advertisement included the following:

*‘I wish to express my disgust at the swear words/offensive language ...unnecessary words used... Very hard to raise children to refrain from using these words – when they are bombarded with these words...’*

## THE DETERMINATION

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

Members of the Board determined that the language used in the advertisement would not offend prevailing community views and standards. The Board dismissed the complaint.