



CASE REPORT

1. Complaint reference number	280/06
2. Advertiser	Austereo Group Ltd (2DayFM - Kyle & Jackie O Show)
3. Product	Media
4. Type of advertisement	TV
5. Nature of complaint	Other - Social values
6. Date of determination	Tuesday, 8 August 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on Kyle and Jackie O in their studio discussing the copycat shows that have appeared all over the world since their own show became so popular. They are then shown dressed as Japanese and Eskimo radio presenters imitating their format. The final scene is in an Australian Outback studio where they are announcing the “Vile and Tacky Ho Show” and the “secret sound” competition. Kyle crudely breaks wind and Jackie O comments “Aw, that’s a hard one.”

THE COMPLAINT

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

I’m sick and tired of people or animals being depicted in flatulent activity in films or commercials. There is NOTHING funny about it. It is simply a normal bodily function, which I’m trying to teach my kids to regard as such, without the childish and stupid behaviour which some people always try to engage in.

There should be a warning indicating the film contains toilet humour.

THE ADVERTISER’S RESPONSE

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

We do not believe that the commercial in question breaches any section of the (AANA) Code, particularly given the intended audience, the context and current standard of decency.

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 the advertisement and the issue raised by the complainant.

The Board considered that the reference in the advertisement to flatulence was unlikely to be offensive to most people in the community although many may consider it tasteless.

The Board also considered whether the advertisement breached section 2.1 of the Code. The Board considered that mimicking a language used by people of any particular race or ethnicity was not, of itself, vilifying of the people of that race or ethnicity. In this advertisement the Board noted that the advertisement depicted the radio personalities in a sequence of fantasy situations in other countries. The Board considered that, while the advertisement was tasteless, it did not demean or discriminate

against people of the cultures depicted in the advertisement.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.