



CASE REPORT

- | | |
|-------------------------------|--|
| 1. Complaint reference number | 281/03 |
| 2. Advertiser | Sara Lee Household & Body Care Aust Pty Ltd (Ambi-Pur) |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 9 September 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features a couple talking in a car. The woman says: “You’ve been seeing someone else...It bet it’s your boss Belinda...bitch.” The man protests that he hasn’t been seeing anyone else, but the woman says: “Well I can smell perfume. Explain that!” After he explains: “It’s the new car air freshener,” a voiceover states: “Now you can get Ambi-Pur for your car. With just a hint of real perfume, it will make your car smell good...maybe too good.” The advertisement ends with the woman saying: “Hmm. Smells better than Belinda anyway,” and the voiceover adding: “Ambi-Pur Car. Perfume for your car.”

THE COMPLAINT

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

“I object to the term bitch being used. I realise that it is used commonly these days, but it’s not the thing you want your children to hear on the radio—they tend to think it’s acceptable if they can say it on radio.”

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 advice from the advertiser’s agency that: ‘Our contention is that ‘colourful language’ is the norm on radio stations such as TripleM.’

It considered that most people would regard the use of the term as appropriate within the context of this advertisement, and determined that the material did not offend the language provisions of the Code.

On further finding that the material did not contravene the Code on any other grounds, the Board dismissed the complaint.