



CASE REPORT

1. Complaint reference number	295/01
2. Advertiser	Vodafone Network Pty Ltd (No Plans)
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 13 November 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a series of young male and female adults commenting positively on aspects of a particular mobile 'phone network. While one likes "No dramas," others are happy with "No hassles," "No grief," "No ties," "No commitments," "No agro," "No doing two years," "No confusion," "No small print," "No lawyers," "No bollocks," and "No plans." On-screen graphics are then supported by an announcer's voice in saying: "New Vodafone No-Plan. No lock-in contracts. Pay monthly or pre-pay. No confusing rates." The advertisement concludes with a Vodafone graphic providing an Internet website address.

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

'... the phrase "No Bollocks," ...makes the advert unsuitable for general family viewing.'
'...the next thing we know is that the 'F' word will be used in ads...I am not an elderly lady but am in my 40s and was brought up that these types of words weren't used.'
"... my 3-year-old repeats this statement...The statement itself is totally unnecessary and doesn't clarify anything about the service being offered."

THE DETERMINATION

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

Noting advice from the advertiser that it had taken the Macquarie Dictionary definition of the term causing complaint (bollocks 1. colloq., noun—rubbish, nonsense), the Board determined that the advertisement did not contravene the Code in relation to its use of language.

The Board further determined that the content of the advertisement did not breach the Code under any other provision and, accordingly, the complaint was dismissed.