



## **CASE REPORT**

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| 1. Complaint reference number | 3/07                                     |
| 2. Advertiser                 | Mazda Australia Pty Ltd (BT 50 Ute)      |
| 3. Product                    | Vehicles                                 |
| 4. Type of advertisement      | TV                                       |
| 5. Nature of complaint        | Language – use of language – section 2.5 |
| 6. Date of determination      | Tuesday, 13 February 2007                |
| 7. DETERMINATION              | Dismissed                                |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on a ute with a trailer filled with wooden posts climbing a muddy slope to the end of a new fence line. An older driver jumps out and looks along the line of fence posts at another ute approaching in the distance. The second ute, also laden with fence posts deftly slaloms his way in between the standing fence posts, clearly enjoying himself. The ute bounces over ruts and ploughs through the mud. As he stops, the young driver hops out grinning, as the older driver scoffs "Bloody Turkey!". The younger driver leans against his ute, pats the roof and replies "Bloody Terrific...!"

## **THE COMPLAINT**

A sample of comments which the complainant/s made regarding this advertisement included the following:

The use of the word "bloody" - used a number of times - the ad is using "bloody" as the "b" in the new utes name "BT" and they then put it with various other words that start with T - such as turkey and terrific. I was watching the cricket with my 7 yo boy and 9 yo girl - at the conclusion of the add my boy turned to his sister and promptly called her a "bloody turkey" - simply repeating exactly what he had heard in the ad. As a religious family I did not expect to have my young children bombarded with swear words while simply watching the cricket - all steps are taken to ensure the swear words from the cricketers don't come across the transmission but the ads are exempt are they? I was not at all happy - and then to have it come on twice in about ten minutes really made me see red. Just because a significant portion of society uses swear words in every day life does not mean we all do.

## **THE ADVERTISER'S RESPONSE**

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

Firstly, the TVC is accurately described by the complainant, and his concern is over the use of the term 'bloody' in the context of this ad. Our contention is that these characters would use such a term naturally in conversation, especially in the situation portrayed. Secondly, the complainant argues that the term 'bloody' is a 'swear' word. We have looked the word up in the Concise Oxford Dictionary, and the word 'bloody' is fully defined but there is no mention that it is a swear word. Rather, in addition to its literal meaning, it is an adjective or adverb that can be used to add emphasis which is how we have used it in this commercial. It is regretful that he finds the word offensive, but it is a word commonly used in Australia. Thirdly, the word has been used extensively by other advertisers including the TAC and Tourism Australia, so Mazda is hardly breaking new ground here.

## **THE DETERMINATION**

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section

2 of the Advertiser Code of Ethics (the “Code”).

The Board viewed the advertisement and considered whether it breached Section 2.5 of the Code dealing with language.

The Board noted that the word ‘bloody’ has been used in a number of advertisements in Australia and that the Board has not upheld complaints about such use on the basis that the term is part of Australian colloquial and vernacular language and is unlikely to be considered offensive language by the majority of Australians.

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