



CASE REPORT

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| 1. Complaint reference number | 30/01 |
| 2. Advertiser | Reckitt Benckiser Aust Pty Ltd (Pea Beu) |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 13 March 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a pea and a voiceover says, 'Pea'. A bow is then shown and the voiceover says, 'Beu'. These visuals and audio are repeated. The pea and the bow are then shown together and the voiceover says, 'Pea Beu'. Dead insects fall around the pea and the bow, a can of the product is added and the voiceover says, 'Strange name. Bloody good fly spray'. Superimposed text is added, accompanied by the jingle tune, 'Hit 'em with the ol' Pea Beu'.

THE COMPLAINT

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

'Foul language does not have a place on television. Too often, constant use produces a familiarity which abuses and erodes the standards of society.'

'I feel this coarse language is inappropriate, and unnecessary. As a parent, I am teaching my sons what is (and is not) appropriate language for them to use, and I feel that they should be free to watch a news broadcast, and any other age-appropriate show, without being subjected to coarse language during the commercials.'

'I have a four-year-old nephew and he is copying what the ad is saying on the television, which is in my opinion not on.'

THE DETERMINATION

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

The Board took the view that the use of the word, 'bloody', within this advertisement did not offend prevailing community views on the use of language. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.