



## **CASE REPORT**

1. Complaint reference number	309/02
2. Advertiser	Mitsubishi Motots Australia Ltd (Triton 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, 11 February 2003
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement shows various people appearing to admire a Mitsubishi Triton Ute in different locations and circumstances, some reacting by saying: “Ken Beauty.” At the end of this sequence, a tradesman is seen standing in front of ‘Ken Beauty’ signage as a voice-over states: “Ken Beauty. Tradesperson and Triton Owner.” The advertisement ends with a graphic reading: ‘Mitsubishi. Spirited Cars for Spirited People’

## **THE COMPLAINT**

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

*“It kept referring to ‘Ken Beauty’ which when you wake up to it, is a slang way of swearing! (‘F\*\*\*\*\*g Beauty!’)...myself and my husband are offended at this very sneaky way of using offensive language.”*

*“I find the ads offensive because of their reference to a swear word...Also the ad is on when my children listen to the TV and radio and I don’t think this is appropriate language for a child to hear...”*

## **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 determined that the advertising material did not breach the Code on the basis of language or on any other grounds.

Accordingly, the complaint was dismissed.