



CASE REPORT

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| 1. Complaint reference number | 309/99 |
| 2. Advertiser | The Scoop |
| 3. Product | Media |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 14 September 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

Two radio advertisements were the subject of complaint.

The first consists of a man speaking the words “There’s a falcon great new magazine called The Scoop and, in this week’s issue, you’ll find a falcon great competition. In fact, it’s so falcon great, falcon everybody’ll want to enter. And, if you win, you’ll never guess what you’ll falcon well get. A falcon Ford Falcon Tradesman Ute. A falcon Ford Ute. How falcon cool is that?” Another voice is then heard, saying “Scoop magazine. It’s stacked....with articles.

The second advertisement features the same man saying “There’s a new magazine in your newsagent called The Scoop and it’s got great articles packed with useful tips, like...hang on...Ooh, check out those tips, they’re some of the best tips I’ve ever seen....Phew, look at the tips on that. They’re huge...Oh, now that is a great set of tips...I’ve never seen so many tips”. Another voice then says “Scoop magazine. It’s stacked....with articles”.

THE COMPLAINT

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

“The double meaning of the word is very distasteful....stretching the allowable limits of decency”.

“...degrading...in an age where women are striving for equal rights, to hear them being treated solely as objects of male fantasy is offending and backdated”.

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 determined that the language used within the advertisements was not inappropriate in the overall humorous context and did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on this or any other grounds and, accordingly, dismissed the complaint.