



CASE REPORT

1. Complaint reference number	310/99
2. Advertiser	King Wally Car Sales
3. Product	Retail
4. Type of advertisement	TV
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

The television advertisement commences with the scene dressed in the style of a medieval king, as voices of a crowd are heard chanting ‘All hail the king ... Long live the king’. A man dressed as a court jester then appears and, as various scenes of a car yard are shown, says ‘This is King Wally’s Car Sales Shepparton. It’s bigger than Buckingham Palace. In fact, it’s a bucking huge place’ and continues on to describe various offers and give contact details.

THE COMPLAINT

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

“Even my 10 year old son realises they are hiding the ‘f’ ... Could you please have this ad changed or used after 9.00pm.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the language used within the advertisement 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 ground and, accordingly, dismissed the complaint.