

CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 318/04 |
| 2. Advertiser | Dept of Human Services Victoria (Gambling Help) |
| 3. Product | Community Awareness |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 7 December 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a male gambler talking through how he became a gambler. He refers to himself during the advertisement as a “dickhead”.

THE COMPLAINT

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

“The advertisement used offensive language. During the advertisement the main character with a gambling problem called himself a “dickhead”. I believe this to be thoroughly inappropriate language not only for this time of the evening, but for an advertisement.”

THE ADVERTISER’S RESPONSE

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

“Extensive research has been conducted with all target audiences as part of the development of the campaign. The research confirmed that the language used was appropriate and realistic for the target audience, males aged 18-24 years and is further supported by the high level of awareness of the campaign.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breached section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the view that the language used was contextually justified and appropriate in the circumstances.

The Board found that the depiction did not contravene the provisions of the Code relating to language.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.