



## **CASE REPORT**

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| 1. Complaint reference number | 32/07                                    |
| 2. Advertiser                 | Sunshine Toyota (cricket commentators)   |
| 3. Product                    | Vehicles                                 |
| 4. Type of advertisement      | TV                                       |
| 5. Nature of complaint        | Language – use of language – section 2.5 |
| 6. Date of determination      | Tuesday, 13 February 2007                |
| 7. DETERMINATION              | Dismissed                                |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement portrays three men parodying TV cricket personalities commentating on the cricket. Replying to one comment about a play being "A nice try", one of the commentators asks "What do you think they're playing here, bloody golf?" and "Can we get back to the bloody cricket?" Details are given regarding special deals on cars as another comment is made that Sunshine Toyota "is sponsoring the whole bloody cricket".

## **THE COMPLAINT**

A sample of comments which the complainant/s made regarding this advertisement included the following:

*The language of beer-swilling Aussies is not what many parents want paraded before their children on television. Sunshine Toyota's advertising is usually imaginative and entertaining, but this one, which uses the adjective three times...is an insult to the upward striving of our nation for a decent, cultured and moral society.*

*...if I was working on a building site (I) would find (it) quite acceptable however sitting watching the cricket with my young granddaughters, I find it offensive and unnecessary.*

## **THE ADVERTISER'S RESPONSE**

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

*The theme of the ad includes the word "bloody", which is a word used throughout the advertising industry, included in national campaigns and promoted by national and international corporations.*

*The concern regarding the "Great Australian Adjective" we believe is accepted in everyday use, and in definition is not swearing.*

## **THE DETERMINATION**

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

The board viewed the advertisement and considered whether it breached Section 2.5 of the Code dealing with language.

The Board noted that the word 'bloody' has been used in a number of advertisements in Australia and that the Board has not upheld complaints about such use on the basis that the term is used in advertisements in a manner that is consistent with its use as part of Australian colloquial and

vernacular language. When used in this manner the term is unlikely to be considered offensive language by the majority of Australians.

The Board considered the use of the word 'bloody' in this advertisement, and did not consider that its use was inappropriate nor did it consider that the words are strong or obscene.

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