



CASE REPORT

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| 1. Complaint reference number | 327/08 |
| 2. Advertiser | Hyundai Motor Co Aust |
| 3. Product | Vehicles |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Wednesday, 10 September 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features an announcer talking to a tradesman about the new iLoad van. As the tradesman describes the attributes of the vehicles certain words are bleeped out by the station.

THE COMPLAINT

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

I object to this ad as they're implying swearing by having the cut-out beeps played during the ad, I'm definitely not a wowser but I don't see any need for the implied swearwords. Also, it could suggest to children that it's OK to swear if they're doing it in ads.

THE ADVERTISER'S RESPONSE

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

The radio advertisement subject to this complaint has been part of the launch campaign for Hyundai's new commercial van – iLoad – since February 2008. In this time the radio component including this execution has been on air nationally for 6 weeks and on selected stations for approximately 20 weeks.

The iLoad is a commercial van (similar but better than a Hiace). It is Hyundai's first commercial vehicle in the Australian market. As such it was important to position this vehicle in this segment as a durable, dependable and overall impressive. Hyundai borrowed off its sister companies rugged product reputation including mining and construction equipment and even the super-tankers for which Hyundai Heavy Industries is globally famous. Hence the creative strategy focused on a 'tough' theme that runs throughout all media used for iLoad 'Its one tough mother'.

The radio ad in question utilises a talent of a presenter interviewing a tradesman. The characterisation of this tradesman is rugged, tough and demanding as his expectations of how a commercial van should be. The radio ad itself therefore plays on the nature of this stereo type who might use turn of phrase or flowery language in his everyday speech. 'Bleeps' are used in the ad to deliver this characterisation.

In the ad itself, there is no foul or abusive language used or even suggestion of any words that may be interpreted that way. It is purely 'theatre of the mind'.

I trust that the ASB board reviews and views this ad in the context of conveying the character and the 'tough' message for iLoad.

THE DETERMINATION

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

The Board noted the complainants' concern that the advertisement contained bleeped out language, implying the use of swearwords. The Board noted that no swear words are audible in the advertisement and no other inappropriate language is used. The Board accepted the advertiser's response that the bleeps were used in the context of the characterisation of a stereotypical buyer of the product.

Although the advertisement may be suggestive of inappropriate language to some people, the Board determined that the advertisement did not contain strong or obscene language and that the language used was not inappropriate in the circumstances.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.