



CASE REPORT

1. Complaint reference number	339/04
2. Advertiser	Sexie Coffie
3. Product	Restaurants
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 women in a short skirt walking into a Sexie Coffee outlet and ordering a cup of coffee. As she takes a sip she realizes it's very hot and mouths her reaction "Ahhh F..." which is not heard. The tagline is "Sexie Coffee. Always Hot."

THE COMPLAINT

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

"This advertisement is promoted during a children's type of program during prime time TV and the display is appalling for this time of night. With that sort of role modeling, how can we expect our young not to use similar language?"

THE ADVERTISER'S RESPONSE

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

"The advertisement was made to catch attention and the ending is for the viewer to interpret. As far as we are concerned the young lady is saying 'far out' or 'for goodness sake' – it is only those with more devious minds that can find a swear word in that ending."

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 that no actual offensive language was used and/or heard in the advertisement.

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

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.