



CASE REPORT

1. Complaint reference number	364/05
2. Advertiser	YRSA's Vineyard (URSA Pinot Noir)
3. Product	Alcohol
4. Type of advertisement	Radio
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 13 December 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features a group of young people discussing wines. In the background we can hear the sounds of glasses clinking and cutlery being used. A wife asks her husband what he thinks of the wine, and the husband proceeds to extol the qualities of Ursa's Pinot Noir as "*aromas of black cherry with floral and mushroom notes. The palate displays berry fruits...*". The wife responds: "*But all I want to know is whether it's any bloody good!*" A second man says: "*It's got savoury, earthy and cigar box hints...*". The wife comments to another woman: "*God he's such a wanker...*" and second wife replies: "*But at least they both know their wines!*" The second husband identifies the wine as "*Ursa Major Pinot Noir. U,R,S,A, Major you know, the one which...*"

THE COMPLAINT

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

"I found the use of the word 'wanker' totally offensive and completely unnecessary."

THE ADVERTISER'S RESPONSE

"The term 'wanker' is used purely to gain audience empathy for the girls who just want to taste the wine and enjoy its simplicity and not analyse it in detail like the guys."

"The term 'wanker' is now commonly used in the Australian vocabulary and as a result has made its way into the Macquarie Dictionary"

THE DETERMINATION

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

The Board was of the opinion that this advertisement did not breach Section 2 of the Advertiser Code of Ethics on the grounds of language, as the word "wanker" is presently in common use. The Board considered that a majority of people would not be offended by the use of such language.

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