



CASE REPORT

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| 1. Complaint reference number | 38/08 |
| 2. Advertiser | Goodman Fielder Ltd (Copperpot Dips) |
| 3. Product | Food & Beverages |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Wednesday, 13 February 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a party scene where various vegetables have paired up - a diminutive chickpea with tall coriander stalk, a cashew nut and red pepper, a cucumber dancing with garlic. Suddenly the record needle screeches and a hush falls as a floret of broccoli arrives. A voiceover explains "A great dip is about knowing which flavours will hit it off...and which ones won't." At the reaction to his appearance, the broccoli states "Fine. Have your own (beep) party. I'm just going to hang out with turnip..." As he leaves, the party resumes and the voiceover concludes "Copperpot Dips. Flavours that hit it off."

THE COMPLAINT

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

Broccoli walks in and the party stops then broccoli says fine have your own "fucking" party, the swearing is beeped out but you can see what is being said clearly. I object to the swearing in the ad.

THE ADVERTISER'S RESPONSE

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

*We understand that the complainant has alleged that the broccoli character uses the word "f*cking". Our response is that there was no intended reference to any particular word in the beep execution, as evidenced by the final scripts produced by Jack Watts Currie. We also consider that the mouthed movements of the broccoli character in the commercial are quite vague (the broccoli does not even have lips) and in no way suggest that he is using the expletive referred to by the complainant.*

We note your reference to Section 2 of the AANA Advertiser Code of Ethics, specifically Section 2.5, and have perused these Sections accordingly. We do not consider that our advertisement breaches Section 2.5 or any other part of Section 2, as it simply does not feature any "strong or obscene" language.

We hope that the information contained in this response will prove helpful in your assessment of the complaint.

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 suggests bad language.

The Board noted the concern about the use of bleeped out language likely to be words such as 'fuck'. The Board noted that there is no audible mention of the word 'fuck' or of any other inappropriate language. 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 for the product being advertised.

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