



CASE REPORT

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| 1. Complaint reference number | 382/99 |
| 2. Advertiser | Plant Liquidators |
| 3. Product | Other |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 7 December 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a man speaking to camera, saying ‘I must warn you, the following commercial contains the ‘F’ word and the ‘C’ word. Plant Liquidators is friggin’ cheap. Friggin’ cheap. There you go, I’ve said it. Friggin’ cheap.’ He then continues to give details of various sale items.

THE COMPLAINT

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

“I find this language totally inappropriate.”

“I am not against some swearing in movies, however, this was a general commercial run during a PG time slot. Although I was personally shocked at the use of that particular word, I was more concerned due to the fact that I was watching the program with a child.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that use of the word ‘frigging’ was not inappropriate in the overall humorous context of the advertisement and did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.