



CASE REPORT

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| 1. Complaint reference number | 41/07 |
| 2. Advertiser | Holy Sheet |
| 3. Product | Retail |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 13 February 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features a male voiceover describing the specials at Holy Sheet, while another male voice interrupts with "Holy Sh**" and the second word beeped out. A female voice later comments "Holy Sheet!"

THE COMPLAINT

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

The innuendo with a similar adult response by swearing.

THE ADVERTISER'S RESPONSE

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

HolySheet! is a brand name which has been in continuous use for over 17 years and is an obvious play on words to introduce potential customers in a light hearted manner to the Sheets and other products which we sell. During this time we have featured our brand name in advertising throughout Australia without attracting any negative comment. Indeed, with over 250,000 customers who are happy enough to sign-up to our frequent shopper programme, we can claim to have been broadly successful in attracting customers who are amused by our approach rather than being offended.

Certainly we do not want to cause offence and would want to apologise to anyone who took offence. It is, however, undeniable that the words holy and sheet and the play on those words are in common use in all forms of the media.

THE DETERMINATION

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

The board viewed the advertisement and considered whether it breached Section 2.5 of the Code dealing with language.

The Board noted that the brand name "Holy Sheet" is itself a play on words that cannot be escaped in advertising the brand. The Board also noted that the obvious associated word, "shit", was not actually used in the advertisement. The Board hence found that the advertisement did not use strong language and therefore did not breach Section 2.5 of the Code.

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