



CASE REPORT

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| 1. Complaint reference number | 420/99 |
| 2. Advertiser | REP Distribution (The Blair Witch Project) |
| 3. Product | Entertainment |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

The print advertisement comprises the text ‘Superstition, myth, legend... everyone knows you don’t mess with that shit – www.blairwitch.com.au – Everything you’ve heard is true’.

THE COMPLAINT

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

“We try and teach children the correct English, including how to express themselves without swearing and this appears in a daily paper.”

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 noted that the phrase used in the advertisement ‘don’t mess with that shit’ was an expression in widespread usage within the community and had lost its association with its original scatological derivation. The Board determined that the advertisement did not offend prevailing community views and standards and, accordingly, dismissed the complaint.