



CASE REPORT

1. Complaint reference number	55/00
2. Advertiser	Transport Accident Commission
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 14 March 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a scene of a man and woman in a hospital casualty ward, apparently having just been involved in a motor vehicle accident and the male driver undergoing a blood alcohol test. In the course of the proceedings, the woman says to the man ‘You told me you were fine. I said I’d get a friggin’ taxi!’

THE COMPLAINT

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

“I disagree very strongly with the increased use of swearing in the media, especially television advertising...It is now quite common to add a swear word for emphasis. It’s not acceptable.”

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 the language used within the advertisement was not inappropriate given its overall context, and would not offend prevailing community views and standards. In reaching its decision, it was noted that the advertisement endeavoured to convey an important public safety message and utilized a strong, but justified theme in this context. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.