



CASE REPORT

- | | |
|-------------------------------|--|
| 1. Complaint reference number | 55/08 |
| 2. Advertiser | Housing Industry Association (Dob In A Dumper) |
| 3. Product | Real Estate |
| 4. Type of advertisement | Radio |
| 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 radio advertisement features a male voice advising "It's only quick...Doesn't even take a couple of minutes...Get in. Get out. No-one need ever know. You've done it – haven't you? You've had a dump at someone else's place...Charming. Well next time you do it, it could cost you a grand. Dump your rubbish on a building site or in a building site skip bin – and you can now be fined \$1000. Catch someone else doing the dump and you could get a reward. HIA's Dob in a Dumper. Call 1300 2 REWARD. That's 1300 2 739 273."

THE COMPLAINT

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

The ad asks if you have "taken a dump" or "had a dump", or words to that effect, at or on or in someone elses place. The ad eventually explains that it is talking about the illegal dumping rubbish on building sites, but the initial shock value is in the use of the crude term "take a dump". The HIA is the Housing Industry Association of WA, a representative organisation for builders.

THE ADVERTISER'S RESPONSE

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

The Dob in a Dumper campaign aims to reduce the amount of illegal dumping on construction sites and through mass media we are trying to educate the public on the illegalities of illegal dumping. Although the ad may sound somewhat confrontational to some people, the fact is, the environmental and social costs of illegal dumping are shocking. Through the creative advertisement we are simply trying to convey the inexcusable aspects of illegal dumping by the general public which can be seen as a rather mundane topic.

Since this email has been received we have taken the advertisement off air on 6PR but have currently left it to air on Nova 937. The ad was originally created for Nova 937 and we feel that it suits the environment and surroundings of material on Nova, and more suitably relates to the sort of listeners and demographics Nova hold.

Thank you for giving us the opportunity to put forward our comments, I look forward to hearing your response.

THE DETERMINATION

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

The Board noted the complainant's concern that the advertisement is offensive by making suggestive references to defecating at someone's house.

The Board listened to the advertisement and considered that the advertisement does start with language that may be taken as suggestive of defecation. However the advertisement does quite quickly make clear that it is referring to illegal rubbish dumping.

The Board considered that this double entendre may be initially offensive or distasteful to some listeners, but that most people would find the advertisement's reference humorous or mildly distasteful. The Board considered that the advertisement did not use any strong or obscene language and that the actual language used was appropriate to the advertised product. The Board determined that the advertisement did not breach Section 2.5 of the Code.

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