



CASE REPORT

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| 1. Complaint reference number | 69/02 |
| 2. Advertiser | McLernon's Commercial Trading Co |
| 3. Product | Retail |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 12 March 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement is headlined ‘No WUCKERS!’ and details offers of ‘ex-Government’ and ‘ex City Hotel’ furniture, shelving and catering equipment. The advertisement provides an address, telephone number and opening hours for McLernon’s Commercial Trading Co, Welshpool.

THE COMPLAINT

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

“The big headline ‘No Wuckers’ is a derivative of (and pardon my language): No Fucking Worries...I think to use that term to advertise a product is disgusting, totally unnecessary and encouraging the use of THAT term in its shortened and disguised form.” (Complainant’s emphasis).

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 considered that, within the context of prevailing community standards, the majority of people reading the advertisement would not be offended.

It determined that the advertisement did not contravene the Code in its use of language, and that it did not otherwise breach the Code.

Accordingly, the complaint was dismissed.