



## **CASE REPORT**

1. Complaint reference number	71/06
2. Advertiser	Garage Door World
3. Product	Housegoods/services
4. Type of advertisement	Radio
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 14 March 2006
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This radio advertisement evokes a spooky atmosphere with a male voiceover saying “When you’re trapped....” and sounds of another male struggling with a door and saying “Stuck again!” with assumed swear words beeped out. Voiceover continues “Let Garage Door World set you free....B&D accredited dealer, provides quality service and workmanship is guaranteed”, to which the other male responds “Why the (beep) didn’t you tell me before?”

## **THE COMPLAINT**

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

*...there is swearing using the “f” word several times which is beeped out although it’s very obvious what they are saying . It is obvious (and unnecessary) use of a swear word...*

## **THE ADVERTISER’S RESPONSE**

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

*No swear word has been used...in reality there is no swearing.*

*Our letterhead motto is “You’ll swear by us...Not at us!” so the whole purpose of this specific advertisement is based around that motto and that is why the swearing has been “beeped” out.*

*No strong or obscene language is used.*

*How is it possible that one person can have the power to potentially ruin something that hundreds of others find so amusing and entertaining?*

## **THE DETERMINATION**

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

The Board noted that the advertisement contained a number of beeped out expletives. The Board noted that such an approach is not uncommon in advertising. The Board considered that in this particular advertisement the use of beeped out expletives did not amount to inappropriate use of language. The Board did not consider that there was any strong or offensive language in the advertisement.

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