



CASE REPORT

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| 1. Complaint reference number | 76/00 |
| 2. Advertiser | Crows Nest Mainstreet Ltd |
| 3. Product | Community Awareness |
| 4. Type of advertisement | Outdoor |
| 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 outdoor billboard advertisement comprises a cartoon style depiction of a crow holding a glass of wine, together with the words ‘Faaark. Over 110 places to eat in Crowie. Crows Nest’.

THE COMPLAINT

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

“ I work in Crows Nest and am offended at such offensive language being used to advertise the suburb’s positive attributes, surely it is gratuitous. ... Children and the general public see the sign on a regular basis.”

“I don’t know any other way to pronounce FAAARK without it sounding like the profanity it is obviously meant to. My small daughter now asks “what does that say, mummy” to most large signs as we drive along. What was I supposed to answer to this one?”

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 advertisement did not breach the Code and would not offend prevailing community standards. The Board, accordingly, dismissed the complaint.