



## **CASE REPORT**

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| 1. Complaint reference number | 8/99                                     |
| 2. Advertiser                 | Transport Accident Commission            |
| 3. Product                    | Public Awareness Campaign                |
| 4. Type of advertisement      | TV                                       |
| 5. Nature of complaint        | Language – use of language – section 2.5 |
| 6. Date of determination      | Tuesday, 9 February 1999                 |
| 7. DETERMINATION              | Dismissed                                |

## **DESCRIPTION OF THE ADVERTISEMENT**

Not Available

## **THE COMPLAINT**

Comments the complainant made regarding this advertisement included the following:

*'...the emphasis on Bloody Idiot, in tone, is repulsive but this advert pops out of nowhere at any time of the day or night...The motivation behind the ad is commendable but from what I can tell, all the visual impact and other content is overridden (sic) by the phrase itself...the phrase itself defeats another aspect in society education, in teaching that this form of language has some acceptable appeal...The advertisement is irresponsible, indecent, over-exposed and thoughtless.'*

## **THE DETERMINATION**

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

Bearing in mind the important community message involved, members of the Board were of the opinion that the words used in the context of the advertisement, did not breach the Code on the grounds of language.

They further determined that the advertisement did not breach the Code on any other grounds and therefore dismissed the complaint.