



CASE REPORT

1. Complaint reference number	124/06
2. Advertiser	Godfreys
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 11 April 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a background photo of a ship ploughing through the ocean, sounds of a ship's horn and a voiceover "A container ship has just arrived into Port Melbourne, it's unloaded 1000 premium brand-name vacuum cleaners/liquidated. Get ready Melbourne Australia . You're gonna get the bargain of the century. Your grand children will talk about this...." Special deals follow, with the line "Ship hot prices". The advertisement concludes with "Godfreys' ship hot prices. Hurry" flashed across the screen a number of times.

THE COMPLAINT

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

Ad advertised "ship hot" deals very close to "shit hot".

THE ADVERTISER'S RESPONSE

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

The words SHIP LOAD appear across the screen on a number of occasions.

We are talking about a large volume of vacuum cleaners i.e. Ship Loads – being offered for sale. This was a genuine clearance of large volumes of stock, with no misrepresentation of words used.

THE DETERMINATION

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

The Board considered whether the language used in the advertisement 'ship hot' would actually be heard by most viewers as 'shit hot'.

Having viewed the advertisement, the Board considered that it was clear that the word 'ship' was used – not 'shit'. If some people did hear the word as 'shit' the Board considered that the placement of the words 'ship hot' on the screen in parts of the advertisement would make it clear what word was used.

The Board did not consider that there was any offensive or strong language used in the advertisement, and did not consider that the use of 'ship hot' was inappropriate.

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