

<b>COMPLAINT NUMBER</b>	17/093
<b>COMPLAINANT</b>	M Wilson
<b>ADVERTISER</b>	The Design School
<b>ADVERTISEMENT</b>	The Design School Television
<b>DATE OF MEETING</b>	27 March 2017
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for The Design School opens with the sound of a school bell ringing and the words “School is Crap, it’s not me and I’m not it...”

**The Chair ruled there were no grounds for the complaint to proceed.**

**Complainant, M Wilson, said:** The ad for design school on the three now app starts with the slogan "School is Crap". I think it’s inappropriate to have this said at all, let alone where children may see or hear it.

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 5.**

**The Chair** noted the Complainant’s concerns that the inclusion of the words “School is Crap” in this advertisement was inappropriate, especially when children may see or hear them.

The Chair said the language used in the advertisement is designed to appeal to a non-academic audience, some of whom may not have enjoyed school.

The Chair said the use of the word “crap”, while a slang term, did not reach the threshold required to cause serious or widespread offence which is the test under Rule 5 of the Code of Ethics.

Therefore, the Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and there was no apparent breach of Basic Principle 4 or Rule 5 of the Code of Ethics. Accordingly, the Chair ruled there were no grounds for the complaint to proceed.

**Chair’s Ruling:** Complaint **No Grounds to Proceed**