



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 16/00   |
| 2. Advertiser                 | EMI Music Australia (Best Ever Beer Songs Vol. 2) |
| 3. Product                    | Entertainment                                     |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3   |
| 6. Date of determination      | Tuesday, 8 February 2000                          |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement features a number of scenes of people in a hotel as voiceover describes the contents of the double CD ‘The World’s Best Ever Songs Vol.2’. The background music consists of various excerpts from the songs featured on the CD and include the lyrics ‘You give me head’.

## **THE COMPLAINT**

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

*“This song and its concept are morally repulsive and degrading ... I am left feeling sick, embarrassed and in despair when watching television with the family when this ad comes on.”*

## **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 was of the view that the lyrics featured within the advertisement did not contravene community standards in their treatment of sex, sexuality or nudity, noting that they came from a well known, popular song by The Radiators. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.