



CASE REPORT

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| 1. Complaint reference number | 203/01 |
| 2. Advertiser | Frontier Touring Co. (Eminem concert tour) |
| 3. Product | Entertainment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 14 August 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features video clips of the entertainer Eminem, with an announcer's voiceover advising "He's controversial, he's outspoken and he's had his visa approved. Now the most talked-about artist of 2001 is finally here... This is your chance to witness the notorious Eminem. Don't be told. Stand up and be counted. Tickets on sale on Ticketek. Eminem."

THE COMPLAINT

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

"As the mother of teenagers, I am enraged that this has been passed for viewing when inferring that teenagers should not 'be told' what to do by their parents but rather do whatever they want and attend these concerts. Having heard and seen the words of the singer's music, I am appalled that our teenagers should be in any way encouraged to participate in such obvious trash."

THE DETERMINATION

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

The Board found that the content of this advertisement did not contravene the Code in relation to health & safety or on any other grounds. Accordingly the complaint was dismissed.