



## **CASE REPORT**

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| 1. Complaint reference number | 220/99   |
| 2. Advertiser                 | Roadshow Film Distributors Pty Ltd (Austin Powers: The Spy Who Shagged Me) |
| 3. Product                    | Entertainment  |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Language – use of language – section 2.5<br>Other - Miscellaneous          |
| 6. Date of determination      | Tuesday, 13 July 1999  |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The complaint involves a series of television advertisements for the film ‘Austin Powers: The Spy Who Shagged Me’. Each advertisement comprises a collection of different scenes from the film, with the film title appearing at the start and conclusion of the advertisement, together with it being said in voiceover.

## **THE COMPLAINT**

Comments that the complainant/s made regarding these advertisements included the following:

*“The filth that purveys films and televisions these days must not be allowed to migrate into the title or advertising where it is imposed upon everyone.”*

*“To ‘shag’ is to have sexual intercourse ... I find this highly offensive to be advertising during times in which children are watching.”*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether these advertisements breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that use of the word ‘shagged’ did not offend prevailing community views and standards, nor was it inappropriate in the circumstances, given that it was included in the title of the film itself. The Board determined that the advertisements did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.