



CASE REPORT

1. Complaint reference number	223/99
2. Advertiser	Domayne
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 13 July 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises a series of superimposed phrases being built word by word. These include 'A new energy is coming ... An innovation to shake ... To change the way you want to shop ... Friendly staff with brains ... Choice ... Quality/style ... 4 a new lifestyle ... Everything you want ... Lifestyle shopping gets real ... Domayne ... Re-energise your life.' Latin American style music is played in the background, with a woman singing the lyrics 'Rock spider' repeatedly.

A second version of the advertisement features similar visual content, with the lyrics of the background music altered to sound something approximating 'Yukstada'.

THE COMPLAINT

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

"I find it hard to believe anyone could sing about rock spiders. It is well known that the phrase 'rock spider' refers to paedophiles."

"To my hearing, this commercial is advocating that paedophilia is a good way of life and a new lifestyle worthy of our youth."

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 determined that advertisement's apparent use of the words 'rock spider' did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on this or any other grounds and, accordingly, dismissed the complaint. In passing, the Board noted the advertiser's advice that it had voluntarily chosen to modify the lyrics of the background music following the complaint.