



CASE REPORT

1. Complaint reference number	243/99
2. Advertiser	Warner Music Aust Pty Ltd (Austin Powers Soundtrack CD)
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 10 August 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with voiceover ‘The only thing groovier than ‘Austin Powers: The Spy Who Shagged Me’ is the swinging soundtrack album’ and then shows various scenes from the movie and excerpts from the songs contained on the recording. The advertisement concludes with voiceover ‘It’s the most shagadelic album yet – ‘Austin Powers: The Spy Who Shagged Me’ soundtrack. Out now’.

THE COMPLAINT

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

“I find the word ‘shagged’ to be offensive and inappropriate for television advertising ... I am sure there are going to be many children asking for the meaning of the said word, and many parents having difficulty explaining.”

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 use of the word ‘shagged’ was not inappropriate in the circumstances, given that it was included in the title of the album itself. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.