



CASE REPORT

1. Complaint reference number	270/00
2. Advertiser	EMI Music Australia (Virgin Records Australia - A Perfect Circle)
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 5 September 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a performance by the band, ‘ A Perfect Circle ’. The track includes a barely decipherable lyric, ‘Not like you kill someone’, or the like. Text is interposed: ‘Like Tool, they switch from hypnotic grooves to psychedelic swirls in a blink of an eye – Kerrang!’ A voiceover says: ‘Surround yourself with A Perfect Circle . Album out now.’

THE COMPLAINT

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

‘It’s not the products being advertised that we object to, it’s the way in which it was done.surely you could have found some more acceptable lyrics to show during a “childrens (sic) hour”?’

THE DETERMINATION

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

The Board determined that the material within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on any ground. The Board, accordingly, dismissed the complaint. The Board noted in passing that the advertisement had received a G classification from the Federation of Australian Commercial Television Stations (FACTS).