



CASE REPORT

1. Complaint reference number	279/00
2. Advertiser	ChaosMusic Ltd
3. Product	Retail
4. Type of advertisement	Print
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 17 October 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement is captioned ‘Piss Dad Off for the Weekend’. At the lower left of the advertisement are the words, ‘Chaos Father’s Day Sale – 3 Days To Go – www.chaosmusic.com’ and, on the lower right, is the advertiser’s logo.

THE COMPLAINT

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

‘A relatively new dictionary describes the word P-I-S-S and its other forms as “taboo-slang” and as such, the wording of the advert is coarse, vulgar and, I feel, unacceptable.’

‘If it were in any other part of the paper I would not like it but where young children can read it, it is offensive!!!’

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 language within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.