



CASE REPORT

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| 1. Complaint reference number | 289/99 |
| 2. Advertiser | Austereo Pty Ltd (Triple M Brisbane) |
| 3. Product | Media |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 14 September 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a scene of a panel van parked in front of a house, rocking up and down and with the superimposed words ‘Darryl, aged 18’. The KISS song ‘Rock and Roll All Night’ is playing in the background and a woman’s voice is heard to say ‘Oh, Darryl’. In the second scene, a sedan car is shown rocking up and down with the superimposed words ‘Darryl, aged 28’. The AC-DC song ‘You Shook Me All Night Long’ is played and a woman’s voice is again heard saying ‘Oh, Darryl’. In the third scene, an empty station wagon is shown as the Lenny Kravitz song ‘Fly Away’ is played and the words ‘Daryl, aged 38’. A woman’s voice is heard saying ‘Daryl! Get in the car and pick up the children now!’ The advertisement concludes with the MMM logo and the superimposed words ‘At least the music keeps rocking’.

THE COMPLAINT

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

“What exactly is the message that you are trying to give young people ... That it is OK for 18 year olds to have sex in the car outside their homes? ... That young people are not mature by age 28? ... That the result of a lack of morals and responsibility will result in several children and a nagging wife by the time you are 38, but the irresponsible male goes on swinging to radio station Triple M and doesn’t worry about picking his children up from school?”

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 the scenes depicted within the advertisement did not constitute discrimination or vilification, nor did the advertisement breach the Code on the grounds of its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.