



CASE REPORT

1. Complaint reference number	325/01
2. Advertiser	Universal Music Aust Pty Ltd (Afroman - 'The Good Times')
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 December 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement features vision and audio of the singer, Afroman, and a graphic of his recording, with a voice-over saying, 'Let the good times roll with Afroman's debut album. Featuring the Australian number one smash, "Because I Got High", plus ten great new songs we just can't play you. Have yourself a good time. Get Afroman's new album, "The Good Times". Out Now.'

THE COMPLAINT

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

'This music CD specifically promotes illegal drug use through word and picture I protest its Advertising time slot during which my preschooler can see this ad (sic).'

'As the song (I Got High) promotes illicit drug use and disrespect for authority I find it completely inappropriate

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 was concerned that a complainant reported seeing the advertisement on television at 3.30 p.m., and elected to refer the question of its classification to the Federation of Australian Commercial Television Stations [FACTS].

It determined that the content of the advertisement did not breach the provision of the Code relating to health and safety, and that the material did not otherwise contravene the Code.

Accordingly, while referring the issue of classification to FACTS, the Board dismissed the complaint on the basis that the material did not contravene any ground of the Code.