



CASE REPORT

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| 1. Complaint reference number | 326/00 |
| 2. Advertiser | Sanity (Shock Records - Route 666 Volume 2) |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2
Health and safety – section 2.6
Other - Causes alarm and distress to children |
| 6. Date of determination | Tuesday, 12 December 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with a rotating metallic globe with the word, ‘Sanity’, around its circumference. The action cuts to a cartoon image, from the perspective of a driver with a studded wristband, of a car moving while lightning strikes along a road, at the side of which are a skeleton and a bird. Shots follow of various bands performing live, some of whose members are depicted as surreal, vampire-like and wearing masks. The advertisement has a voiceover throughout which mentions the contributing artists, and concludes with a shot of the metallic globe and the advertiser’s logo and website.

THE COMPLAINT

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

‘I don’t think that that sort of music advertisement should be able to be view (sic) at a time when children of any age are awake and can be watching the television.’

‘I cannot even begin to describe the satanic feel this commercial had and what influence this has over vulnerable young minds.’

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 advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint. The Board noted in passing the advertiser’s advice that the advertisement would not be shown in future until after 9.30 p.m.