



## CASE REPORT

1. Complaint reference number	332/06
2. Advertiser	Brisbane Powerhouse Pty Ltd (Topology)
3. Product	Entertainment
4. Type of advertisement	Print
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 12 September 2006
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

This print advertisement announces a combined concert featuring the bands Topology and Misinterprotato. The advertisement includes a quote from Real Time (a local publication) which states “Lordy, Lordy, Praise be to Jesus. Cut your throat now life doesn’t get any better than this. Topology. Corridors of Power. Brisbane Powerhouse”. The advertisement includes a photograph of each group.

## THE COMPLAINT

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

*Horrible concepts equate to edgy (sic) advertising? “CUT YOUR THROAT NOW! LIFE DOESN’T GET ANY BETTER THAN THIS” – WHY SUCH UGLY, DEMONIC IMAGES (complainant’s capitalisation.) No wonder people (like Trevor Radcliffe who is also being honoured at Powerhouse later in the month, take the suicide option!).*

## THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*The images are those provided to us by the performing artists and are in no way designed to be “demonic” or in any way provocative. These images have been used a lot in collateral, ads and editorial in and around Brisbane and are in no way offensive.*

*The quote with the phrase “Cut your throat now life doesn’t get better than this” is a direct quote from a music critic who had his review published in the broadly circulated street press publication “Real Time”. The critic is merely using a certain poetic license to express his appreciation of the contemporary chamber ensemble Topology.*

## THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainant’s concern about the reference to suicide and the use of demonic images. The Board viewed the advertisement. The Board considered that the images in the poster were not demonic and were unlikely to be considered demonic by most members of the community likely to see the poster.

The Board noted that the words ‘cut your throat’ were clearly identified in the advertisement as words said by a critic, and are a reference to the critic’s view that the play is very good. The Board

considered that the words were unlikely to be seen or taken as an incitement to suicide or self harm.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.