



CASE REPORT

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| 1. Complaint reference number | 80/01 |
| 2. Advertiser | Universal Music Aust Ltd (Eminem) |
| 3. Product | Entertainment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Miscellaneous |
| 6. Date of determination | Tuesday, 10 April 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows music video clips with a commentary describing the singer as *'the shady character with 3 lawsuits ...4 Grammy nominations...and over 11 million album sales.'* A caption announces the latest album to include *'The controversial new single, Stan.'*

THE COMPLAINT

A complainant found the promotion of a person subject to lawsuits *'undesirable,'* and wondered *'if there is an actual advertising standard as far as suitable to the young and impressionable, or is it judged on the money made advertising and selling to our youth?'*

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 considered that the advertising material did not breach any area of the Code and accordingly dismissed the complaint.