

COMPLAINT NUMBER	17/277
COMPLAINANT	S Frost
ADVERTISER	Frontier Touring
ADVERTISEMENT	Frontier Touring, Digital Marketing
DATE OF MEETING	21 August 2017
OUTCOME	No Grounds to Proceed

Advertisement: The Frontier Touring advertisement on Spotify for rock duo Royal Blood's upcoming tour shows two images of a topless woman with tour dates and locations.

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, S Frost, said: Saw ad when I was listening to spotify at approx 7.30 am on 9 August 2017.

Just think it's inappropriate that I should be subjected to a woman's (admittedly perfect) breasts while I'm merely trying to listen to music and get ready for work. I understand Spotify is a free service so they have to advertise but I'm just tired of having to see woman's bodies in this way when I haven't gone out seeking such material. Thanks for viewing my complaint.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4, Rule 5.

The Chair noted the Complainant's concern that the image of a topless woman appearing on the Spotify was unnecessary and offensive.

The Chair noted that the image of the topless woman was the artwork for the rock duo Royal Blood's studio album, 'How Did We Get So Dark.' The Chair said this put the image into context, as the Advertiser was promoting the band's tour. The Chair said the Advertiser had used an appropriate platform, Spotify, for marketing a music event to an adult audience.

While acknowledging the offence the advertisement caused to the Complainant, the Chair said the placement and context of the advertisement was unlikely to cause serious or widespread offence to most people. The Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and there was no apparent breach of the Code of Ethics.

Accordingly, the Chair ruled there were no grounds for the complaint to proceed.

Chair's Ruling: Complaint **No Grounds to Proceed**