



CASE REPORT

1. Complaint reference number	444/03
2. Advertiser	Monster Communications Pty Ltd (Mobile Frenz)
3. Product	Telecommunications
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 17 February 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts ringtones, logos and pictures which can be downloaded onto mobile phones and contains sample pictures including adult images on the same page as children's images.

THE COMPLAINT

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

"... I know these phone messages and ring tones are aimed at young teenagers and pre-teens, and encourage the spreading of offensive material from child to child."

"Children are attracted to the cartoon characters in the advertisements, and are inadvertently exposed to soft porn."

"I don't particularly want to have to see this type of thing, nor do I want my young children to look at these."

"...it is simply not appropriate for these adult images to appear alongside images which target children."

THE ADVERTISER'S RESPONSE

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

"... we ensure our content is suitable for the relevant audience group".

"We therefore do not categorise images of models wearing bikinis as "soft porn"."

THE DETERMINATION

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

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.