



CASE REPORT

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| 1. Complaint reference number | 263/05 |
| 2. Advertiser | iTouch Australia (Sex Future) |
| 3. Product | Telecommunications |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 October 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement consists of a short, computer animated sequence depicting fireworks, a mobile phone and contact details for the service advertised. A voiceover states: *“Text your sexual future... text ‘sex future’ and any name to 193 193 to find out if your sexual dreams will come true...”*.

THE COMPLAINT

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

“Should my children need to ask what their sex future is?”

“It is obviously targeted to children and teenagers, as the time is just after school. The ad tells them to text a certain number for their sexual future. I find this terribly disturbing, my son is 14 and I don’t want him to be thinking of his sexual future just yet.”

THE ADVERTISER’S RESPONSE

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

“Our media planning strategy is not to target children. The focus of our advertising campaign is mainly mid-morning weekdays and weekends which are targeted towards the wider adult audience.”

“Furthermore, the content being delivered to the consumer is not of a sexual nature...”

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 that the advertisement did not contain any overly graphic or explicit images. The Board was of the opinion that in the context of prevailing community standards the majority of people would not be offended by this advertisement.

The Board found that the advertisement did not contravene the provisions of the Code relating to the portrayal of sex or sexuality. Further finding that the advertisement did not breach the provisions of the Code on any other grounds, the Board dismissed the complaint.