



## **CASE REPORT**

1. Complaint reference number	284/05
2. Advertiser	Advanced Medical Institute
3. Product	Professional Services
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**

The opening scene in this television advertisement depicts a stage set up for the Advanced Medical Institute Talent Quest. An enthusiastic host stands before a grand piano. He announces that the performers will show the crowd what a man can do with the technology of the Advanced Medical Institute. Two men then appear on the stage. The men are shown to unzip their pants and stand side-by-side at the keyboard of the piano. They are shown to drop their pants and their underwear (although the grand piano obstructs the nudity). The following super appears on the screen: “*Erection problems – call now*”. The men then raise their hands into the air and it is implied they play the piano with their penises.

## **THE COMPLAINT**

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

*“... What made this particularly distasteful was two men supposedly playing the piano with their penises. Is this really necessary? How did this get to air? To add insult to injury, I thought that soliciting for sex was illegal... People wonder why teenagers are so sexually active and why societal mores are slipping. What a surprise, it’s in their faces all the time, and the media promotes it.”*

*“I find this ad offensive because I believe there is a more appropriate way of relaying this information by way of your local GP.”*

## **THE ADVERTISER’S RESPONSE**

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

*“... we don’t believe we are in any way breaching the advertising standards...”*

## **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 depiction in the advertisement did not portray any nudity. It considered that the images were not overly graphic in that they did not expose the genitals in any way.

The Board was of the opinion that the advertiser had treated sex, sexuality and nudity with sensitivity to the relevant audience and had taken into account the relevant programme time zone. The Board considered that in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive. The Board found that the depiction did not

contravene the provisions of the Code relating to the portrayal or sex, sexuality and nudity.

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