



Case Report

1	Case Number	0056/12
2	Advertiser	Love Heart
3	Product	Sex Industry
4	Type of Advertisement / media	Radio
5	Date of Determination	22/02/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.5 - Language inappropriate language
- 2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

Electronic voice saying the words "love it...whip it...lick it...kiss it..." and so on.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*The descriptive nature of the words picturing dozens of sexual acts pertaining to the services provided by the Love Heart Adult Shop. I have no issue with them advertising (breakfast radio may be a bit tasteless with the target audience of young working families with young children and early teens) however the descriptive nature of the terms used in the advert (simply a string of comma delaminated verbs such as "Whip it stroke it love it squeeze it etc etc) is quite disturbing and uncomfortable especially when in mixed company. Advert should have the verbs removed and a more simplistic advert replacing it.
For your consideration*

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

Love Heart International P/L is a family owned 'Adult Concept Store' operating in Queensland since 1984. Love Heart prides itself on discretion, privacy and strong community spirit, we take all complaints very seriously. The jingle in question has been incorporated in all of our ads, throughout Queensland for 19 months. The jingle is a spin-off of "Daft Punk's - Techno-logic song". It was designed to be uplifting, exciting and fun, with non-offensive words chosen. The jingle runs at such a pace that it is hard to even make out individual words.

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 the complainant’s concern that the advertisement features language which is sex related and is inappropriate for children to hear.

The Board reviewed the advertisement and noted the advertiser’s response.

The Board considered whether the advertisement was in breach of section 2.4 of the Code. Section 2.4 of the Code states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience”.

The Board noted that this advertisement is for a sex shop and that this product is legally allowed to be advertised.

The Board noted that the advertisement features a speeded up electronic voice repeating words such as “love it, whip it, stroke it, squeeze it”.

The Board considered that whilst the advertisement is very catchy the words are played too quickly for most children to understand what is being said and that even if they did pick out individual words they are not words which are likely to be understood by children in a sexual context.

On this basis the Board determined that the advertisement did treat sex with sensitivity to the relevant audience and that it did not breach section 2.4 of the Code.

The Board then considered whether the advertisement was in breach of Section 2.5 of the Code. Section 2.5 of the Code states: “Advertising or Marketing Communications shall only use language which is appropriate in the circumstances (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided”.

The Board considered that the language used in the advertisement is not language that could be considered strong or obscene.

The Board determined that the advertisement did not breach Section 2.5 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.