



**Ad Standards** Community Panel  
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**AdStandards.com.au**

Advertising Standards Bureau Limited  
ACN 084 452 666

# Case Report

1	<b>Case Number</b>	<b>0016/19</b>
2	<b>Advertiser</b>	<b>Sexyland</b>
3	<b>Product</b>	<b>Sex Industry</b>
4	<b>Type of Advertisement / media</b>	<b>Radio</b>
5	<b>Date of Determination</b>	<b>23/01/2019</b>
6	<b>DETERMINATION</b>	<b>Dismissed</b>

## ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - general

## DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features the voiceover "They say 2 is company so right now at Sexyland buy one item and get 50% off the second. Toys, lubricants, DVDs, Games, Body Care, Lingerie, stockings, costumes, footwear, and more. Buy one and get the second half price. Instore now at Sexyland. T&C apply. Available in store only."

## THE COMPLAINT

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

*The timing of the advertisement is not appropriate. Children should not be hearing the directness of the advertising including naming products and types of products. My child should not have to question what a rabbit and librocant have to do together at 8am in the morning. This advertisement should be played at more adult friendly hours.*

## THE ADVERTISER'S RESPONSE

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





*Advertisement does not breach Any parts of Section 2 of the AANA Code of Ethics:  
It is not Discriminatory or Vilifying  
It is not Exploitative or Degrading  
There is no violence  
No Sex or nudity  
No offensive language  
Nothing affecting health and safety  
Is distinguishable as being an advert.*

## **THE DETERMINATION**

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the advertisement features sexualised references which would be inappropriate to be heard by children.

The Panel viewed the advertisement and noted the advertiser's response.

The Panel 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 Panel noted that the radio advertisement features details of current sales on various products in the store, as well as the Sexyland jingle.

The Panel noted that this was a radio advertisement and as such relevant audience would be broad and would likely include children.

The Panel noted the complainant's concerns that the advertisement featured descriptions of sex products at a time that was inappropriate for children to hear.

The Panel considered that the advertisement did list the types of different products available in the store, however considered that there was no information about what these products were or how they were used.

The Panel considered the advertisement did not contain any direct references to sex, or any wording which was overly sexual and which would be inappropriate for a broad audience, which may include children.

The Panel acknowledged that some members of the community would prefer for this type of store not to be advertised, but considered that in the context of a store which



is legally able to advertise their products, this radio advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience and did not breach Section 2.4 of the Code.

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaint.

