



**ADVERTISING
STANDARDS
BOARD**

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Case Report

1	Case Number	0032/17
2	Advertiser	Logan Law
3	Product	Professional Service
4	Type of Advertisement / media	Internet-Social-FB
5	Date of Determination	08/02/2017
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This advertisement is a Facebook post for legal services offered by Logan Law using innuendos relating to having a vehicle hit another vehicle from behind with hashtags such as "#steveo #hollyweed #loganlaw #smashedhardfrombehind #coppedoneinthebumper #beenrearendedlately #penetratingbrisbane #takenoneinthetailpipe".

THE COMPLAINT

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

The majority of Logan Law's advertising has extreme sexual connotations and this is not limited to their Facebook posts, this also includes billboards seen around Brisbane which are promoted in an incredibly unprofessional manner. I find their advertising highly inappropriate.

THE ADVERTISER'S RESPONSE

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

The advertiser did not provide a response.

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 concerns that the advertisement uses language with sexual connotations which is inappropriate.

The Board viewed 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 this Facebook advertisement features an image of what appears to be the Hollywood Hills but instead of the Hollywood sign it reads, "Copped one in the bumper?"

The Board noted the complainant's concerns about the sexual references in the advertisement. The Board noted that above the image the text includes the following hashtags: "smashedhardfrombehind", "beenrearendedlately", "penetratingBrisbane" and "takenoneinthetailpipe". The Board noted that these statements all contain sexual innuendo but considered that in the context of compensation lawyers who deal with traffic accident claims the statements also relate to being in a traffic accident. The Board noted the placement of the advertisement on Facebook. The Board noted that Facebook is targeted at people aged 13 and over and considered that the relevant audience of persons seeking a compensation lawyer are unlikely to be those aged in the 13-18 years age bracket and the level of innuendo is not so strongly sexualised as to be inappropriate even if children were to see the advertisement.

The Board considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant Facebook audience and determined that the advertisement did not breach Section 2.4 of the Code.

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

