



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0033/13</b>
<b>2</b>	<b>Advertiser</b>	<b>Wild Secrets</b>
<b>3</b>	<b>Product</b>	<b>Sex Industry</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Pay TV</b>
<b>5</b>	<b>Date of Determination</b>	<b>30/01/2013</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

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

### DESCRIPTION OF THE ADVERTISEMENT

A male voiceover says that the following commercial contains a very important secret and we see a lingerie clad woman lying down. A female voiceover then says to log on to [wildsecrets.com.au](http://wildsecrets.com.au) and we see an image of a woman and lots of sex toys appear on screen around her until the bottom half of the screen is covered in sex toys.

### THE COMPLAINT

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

*I was extremely offended by the sight of plastic penises of all sizes and shapes appearing on the screen. These 'toys' also came with different graphic attachments that my kids and I did not know nor want to know about.*

*If Joan Rivers has to be bleeped out and vision on that program pixelated then why is it OK for me to see graphic sex toys while I am watching the show with my teenagers who have NOT seen these things before!*

### THE ADVERTISER'S RESPONSE

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

*Our media booking from MCN did not provide the exact time the ad would be aired, but gave us a broader hourly time spot, we are unaware of the time the ad plays until we get MCN post results.*

*We have also been given a number of bonus spots over the course of the campaign.*

## **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 complainants’ concerns that the advertisement contains offensive, sexual material which is inappropriate for airing at times when children are watching.

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 that the advertisement features a voice over encouraging viewers to visit the website for Wild Secret and promoting the sale that is being offered. There is a still image of a young woman in the scene and various coloured and shaped sex toys appear on the screen one by one.

The Board noted that this advertisement is for an online adult toy store and that showing images of the products available online is relevant to that product or service. The Board noted that it had previously dismissed complaints about advertisements for Sexpo and other adult stores and services and considered that the current advertisement was of a similar level of content.

The Board noted that advertisement was viewed on Pay TV during an episode of ‘Fashion Police,’ starring comedienne Joan Rivers. The Board noted that this program is rated M and that the advertisement itself has an S rating. The Board considered that the advertisement is appropriate for the timeslot in which it was aired. The Board noted that whilst some members of the community would prefer for this product to not be advertised, in the Board’s view the advertisement is mild and does treat sex, sexuality and nudity with sensitivity to the relevant audience.

The Board 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 complaints.

