



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0055/18
2	Advertiser	Sexyland
3	Product	Sex Industry
4	Type of Advertisement / media	Radio
5	Date of Determination	21/02/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

Radio advertisement which features a woman describing Sexyland's sales and concludes with Sexyland's 'take me now' jingle.

THE COMPLAINT

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

Song about sexy land on the radio in the day on school holidays makes kids think it's something to do got families.

THE ADVERTISER'S RESPONSE

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

Sexyland''s advert and jingle are very discreet and do not breach any of the following





codes:

2.1 - Discrimination or vilification

2.2 - Exploitative and degrading

2.3 - Violence

2.4 - Sex, sexuality and nudity

2.5 – Language ·

2.6 - Health and Safety

And is also Distinguishable as advertising

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 is too sexualised to be played on the radio when children can hear it.

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

The Panel noted that some people may prefer not to have sex products advertised but noted that such businesses are permitted to advertise provided the content of the advertisement complies with the Code.

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 the complainant’s concern that the radio advertisement features a jingle which would be attractive to children.

The Panel noted the radio advertisement features a woman describing Sexyland’s sales and concludes with Sexyland’s ‘take me now’ jingle.

The Panel considered it had previously dismissed complaints about radio advertisements for this advertiser in cases 0290/13, 0397/16 and 0503/17.

The Panel considered that the current advertisement mentions ‘Sexyland’, ‘super sexy sale’ and ‘sexy lingerie’ with a playful musical background. The Panel considered that a while clear reference to a sex related shop, the advertisement did not use explicit language, was playful and overall treated the topic of the store and products in a relatively mild and discreet manner.

The Panel considered that consistent with previous determinations the Sexyland jingle



was not overly sexualised and was not likely to attract the attention of children.

The Panel considered that the advertisement was not overly sexualised and that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience and did not breach Section 2.4 of the Code.

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