



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0067/14
2	Advertiser	Bomaderry Tyres
3	Product	Automotive
4	Type of Advertisement / media	Radio
5	Date of Determination	12/03/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

A female voice over says, "Big Chris is an expert on rubbers. Rubbers for the well endowed, and rubbers for the small but mighty....Avoid an accident. Get rubbers that'll last the distance from Big Chris at Bomaderry Tyres".

THE COMPLAINT

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

They make it sound like a condom ad in a sexy tone. They play it at all times of the day.

THE ADVERTISER'S RESPONSE

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

I have read through the Codes and Practices act in relation to AANA Code for Advertising & Marketing Communications to Children, we do not believe the commercial in question conflicts with any of the points in the code, the complaint is a personal perception of an individual.

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 is for tyres yet the tone is sexy and sounds more like a condom advertisement.

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 radio advertisement for tyres features a female voiceover describing the different types of rubbers available for different situations before clarifying that she is referring to tyres.

The Board noted it had previously dismissed a similar radio advertisement for potatoes (0136/13) where:

“The Board noted the complainant’s concerns about the references to being “hot” and considered that whilst the language and tone of the advertisement is sexualised it is relatively mild and it is clear that they are talking about vegetables and therefore the advertisement is not inappropriate for a broad audience which could include children.”

In the current advertisement the Board noted that the woman’s voice is breathless and that the language she uses to describe the tyres (for the “well-endowed” or for when it is “wet and dirty”) does contain sexual innuendo. The Board noted however that it is made clear that the advertisement is for tyres and considered that children would be unlikely to understand the sexual innuendo.

Based on the above the Board considered that the advertisement did 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.

INDEPENDENT REVIEWER'S RECOMMENDATION

