



Case Report

1	Case Number	0122/12
2	Advertiser	Sexpo Pty Ltd
3	Product	Sex Industry
4	Type of Advertisement / media	TV
5	Date of Determination	11/04/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

We see a crowd of people at a Sexpo venue and the male voice over says, "Everyone's going to Sexpo" before continuing to say that the Harley Davidson stunt team will be there and the Bombshell Babes will be live on stage. We then see a brief clip of the Bombshell Babes gyrating on a stage followed by a still image of them dressed in leather or pvc style studded black lingerie.

The final screen shot shows a couple embracing and includes the text, "Sexpo March 15-18 Sydney Convention and Exhibition Centre."

THE COMPLAINT

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

My main objection is the time and channel with which the advertisement was screened. It screened at 7.40pm on channel 10 during the live broadcast of the Olympic swimming trials which is a family friendly program aired at a family friendly time. It would be more appropriate to screen an ad like this later at night as the content (in my opinion) is not appropriate for children. While the ad was short there was a very raunchy shot of three very lightly clad tattooed women and the ad concluded with the word 'Sexpo' bold and centred on the screen with a shot of a half naked couple holding each other suggestively. While I realise this is the 21st century and children are bombarded with sexual imagery everywhere parents should at least have the means to control their intake. Screening an ad like this at the time it aired takes the control out of parents hands.

I am very concerned that adverts for Sexpo are being run during times when the programs being shown are of G or PG rating. Sexpo adverts are of adult content and should be shown during programs that carry a rating of M15+ etc. It is my understanding that this is what the industry standard clearly articulates regarding advertisements on free to air TV.

People underage are not invited to Sexpo! The Sexpo website reads in the FAQ section of the website in response to the question "Can I bring my child into Sexpo?" and I quote...

"Unfortunately no-one under the age of 18years of age is allowed entry to Sexpo. Sexpo is an adult only event so if you can't legally drink or drive then unfortunately you can't come into Sexpo. This includes infants."

No person under 18 is allowed into Sexpo and as such no person under 18 should have to see adverts for Sexpo whilst watching their favourite sports stars at work. These types of advertisements have no place during the viewing of G or PG rated programs such as F1 racing and the golf last week. These advertisements should be pulled from their current placements and also shown in their appropriate timing. I think also that ONE HD / Network 10 should publicly make mention of their mistake also.

I have written a similar email directly to ONE HD however noticed on their website a link to this website as a way of lodging a complaint also.

It was shown during the Saturday Family Movie Harry Potter. I was with my 8 year old son who thought the motocross bikes were super then a picture of women in lingerie came on with the words Sexpo on screen. I'd rather not explain the sex industry to my little boy...

THE ADVERTISER'S RESPONSE

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

The advertisement in question was factored by CAD and given a PG rating and was eligible for that time slot. We do not believe the ad or time slot breaches Section 2 of the AANA Advertiser Code of ethics in any way.

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 features sexualized images, inappropriate for viewing by children.

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 the advertisement features a crowd of people at a Sexpo venue and the male voice over says, "Everyone's going to Sexpo" before continuing to say that the Harley Davidson stunt team will be there and the Bombshell Babes will be live on stage. The final screen shot shows a couple embracing and includes the text, "Sexpo March 15-18 Sydney Convention and Exhibition Centre."

The Board noted the advertisers response that the advertisement complied with Commercial Television Industry Code of Practice and the advertisement was classified with a "PG" rating and only appears in the appropriate timeslots for the rating given.

The Board noted that the advertisement was to promote the Sydney Sexpo which was held from 15-18 March 2012. The Board agreed that some members of the community may be offended by the depiction of the scantily clad women in a variety of poses or dancing together in the advertisement but considered that the advertisement was mildly sexualised.

The Board noted that this advertisement is for a sex related product - a Sex expo - and that mildly sexually suggestive images of both women and men are relevant to that product or service. The Board noted that the relevance of the image to the product or service advertised is relevant in determining whether the advertisement treats sex, sexuality or nudity with sensitivity to the relevant audience.

The Board considered that whilst some members of the community would prefer for this product to not be advertised, in the Board's view the advertisement is very mild and does treat sex, sexuality and nudity with sensitivity to the relevant audience. The Board noted that it had previously dismissed complaints about advertisements for Sexpo (cases 483/10 and 275/09) and considered that the current advertisement was of a similar level of content.

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 complaint.