



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0133/10</b>
<b>2</b>	<b>Advertiser</b>	<b>Albury Hobby Centre</b>
<b>3</b>	<b>Product</b>	<b>Toys &amp; Games</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV</b>
<b>5</b>	<b>Date of Determination</b>	<b>14/04/2010</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.5 - Language      Use appropriate language

### DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts an old man in a rocking chair reading a story to children sitting on floor who then start yawning and calling out that they are bored. The old man says "back in my day when we were bored", my mother would tell us to go and" spank the monkey"! The scene then cuts to the man enacting spanking a toy monkey. Tagline - there's no need to be bored go to the Albury Hobby Centre.

### THE COMPLAINT

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

*To be honest Albury Hobby Centre consistently produce ads which are inappropriate and offensive. They may believe that they are being clever however they are inappropriate and not informative at all. How can you use children in ads which are of this nature?*

*Whilst you have dismissed a complaint against the ad at Christmas time I believe you should look at the nature of all of their ads in make your decision based on this.*

### THE ADVERTISER'S RESPONSE

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

*As per previous goes with these, please find ad in question attached. As usual pretty innocuous content but obviously someone with an axe to grind is having another go at us after you passed the Xmas one they had a whinge about too...*

*As usual, it's all a bit over the top - they are intended to be harmless fluff with a bit of fun double entendre and are not aimed at, or placed in, kids shows. Again these people have the power to change channels or look away which they seem to be powerless to do if it offends their delicate sensibilities? Yet they have the energy to write in to you with a complaint? Go figure... We're not out to offend anybody just to have a bit of fun. The number of people who say they love the ads far outweighs the odd complaint. Hopefully you'll see them in the same light we do.*

## **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 concern that the advertisement was offensive and inappropriate because it was making reference to masturbation with the term "spank" the monkey".

The Board noted the advertiser's response and viewed the advertisement.

The Board considered whether the advertisement was in breach of section 2.3 or 2.5 of the Code. The Board noted that the advertisement was for the promotion of a hobby centre and that there was a sexually suggestive phrase used in the advertisement.

The Board noted that whilst some members of the community would interpret the advertisement as referring to sexual activity (which is the advertiser's intended double entendre), many members of the community would not pick up the more subtle references such as "back in my day when I was bored my mother would tell us to go and spank the monkey". The Board considered that young children would not be able to discern that the statement had a sexualised meaning when the elderly man was seen to be smacking the toy monkey. The Board considered that while some members of the public would find the double entendre offensive that the advertisement was not sexually inappropriate considering the audience and the language used was also not inappropriate to the audience. The Board considered that the advertisement was tasteless but that it did not breach section 2.3 or section 2.5 of the Code.

The Board noted the image of the man smacking a toy monkey and considered that in the context of this advertisement this did not amount to violence or a suggestion of violence. The Board determined that the advertisement did not breach section 2.2 of the Code.

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