



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0144/10</b>
<b>2</b>	<b>Advertiser</b>	<b>Good Vibrations</b>
<b>3</b>	<b>Product</b>	<b>Sex Industry</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV</b>
<b>5</b>	<b>Date of Determination</b>	<b>28/04/2010</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.3 - Sex/sexuality/nudity      Treat with sensitivity to relevant audience

### DESCRIPTION OF THE ADVERTISEMENT

A fully clothed woman is sitting on a hill with "Good Vibrations" written across the screen. A female voiceover lists various locations then shows a woman's hand picking up some car keys and a handbag, and the voiceover says "What are you waiting for, get into Good Vibrations". "Are you coming?" End image: Good Vibrations adult erotica. Adult toys, dvds, games, lingerie, magazines and novelties

### THE COMPLAINT

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

*In our opinion this ad is in very poor taste. We also wish to complain about the frequency and inappropriate content of the 'good vibrations' commercial shown.*

### THE ADVERTISER'S RESPONSE

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

*The advertiser believes that this complaint does not warrant a response as the advertisement in question is very tame. He stated over the phone on the 12th April 2010 that he will not be submitting a written response.*

## **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 inappropriately sexually suggestive.

The Board considered whether the advertisement was consistent with section 2.3 of the Code. Section 2.3 requires that advertisements ‘shall treat sex, sexuality, and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone.’

The Board viewed the advertisement and noted that a fully clothed woman was sitting on a hill with the caption ‘Good Vibrations’ above her. The Board also noted the voiceover listing the locations of various Good Vibrations adult erotica outlets and products available.

The Board considered that the image was discrete, with no nudity and was relevant to the advertised product. The Board also considered that the advertisement was not sexually suggestive other than when a woman's hand is shown picking up some car keys and a handbag when a female voiceover says "Are you coming?" and that this reference, while capable of a double meaning, was not likely to be considered sexually suggestive to a younger audience.

The Board determined that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and that it did not breach section 2.3 of the Code.

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