



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0157/18
2	Advertiser	Club X Mermaid Beach
3	Product	Sex Industry
4	Type of Advertisement / media	Poster
5	Date of Determination	11/04/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This poster advertisement shows a woman in white lingerie on a bed. The text on the poster reads "womanizer, your private delight, world first touchless clitoris stimulator".

THE COMPLAINT

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

This is a residential street and neighbourhood filled with families. It is a cul de sac street, so we have not option but to pass this advertising every day. I was mortified trying to explain this to my children.

THE ADVERTISER'S RESPONSE

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

In our line of business, the word clitoris is not something we view as offensive, but I





can see where others may find it confronting.

We have amended the banner to block out that particular word and it will be taken down entirely when the promo finishes around mid April.

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 for its location.

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

The Panel noted that the business is located on the corner of a main road and a residential street in Mermaid Beach and the poster promoting the product was positioned in the window. The Panel noted that some people may prefer not to see adult stores and 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 large images of ladies sex items are inappropriate for their location at the end of a residential street.

The Panel noted that the woman in the advertisement is wearing white lingerie and stockings and the poster features the text "womanizer, your private delight, world first touchless clitoris stimulator". The Panel noted that since receiving the complaint that the advertiser had amended the advertisement to block out the word 'clitoris'.

The Panel noted that the models private areas are covered and while the lingerie is sexy and the pose of the woman is sexualised, the overall impact of the image is relatively mild in the context of the advertised product. The Panel considered that the words used in the original advertisement are anatomically correct and directly relevant to the product.

The Panel noted that modification of the original image (by covering up the word clitoris) significantly lessens the impact of the advertisement.

The Panel determined that the modification to the advertisement reduced its impact and the combination of the image and modified wording presented an advertisement



that was not strongly sexualised and that it did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience.

The Panel determined that the modified advertisement 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.