



Case Report

1	Case Number	0180/16
2	Advertiser	Doll House Gentleman's Club
3	Product	Sex Industry
4	Type of Advertisement / media	Radio
5	Date of Determination	27/04/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.5 - Language Inappropriate language
- 2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement talks about the Chase the Ace event that takes place at the Dollhouse Gentleman's Club on Thursdays. The voiceover explains that each person who buys a drink or a 'lappy' receives a ticket to 'have the dancer of your choice treat you like a wobbly chair'. The advertisement winds up by announcing that its fun, free to play and there are no flops.

THE COMPLAINT

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

The ad was played at a time of day when children were likely to be listening to this station whose target audience is the 12-40 year age bracket. It referred to strip club dancing and where you were guaranteed "not to flop". The content of the add was sexually suggestive and I was quite surprised to hear that sort of material on the radio.

THE ADVERTISER'S RESPONSE

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

The radio ad was created to promote an event in the venue called Chase the Ace. The game involves a ticket being called. The holder of the ticket gets to pick a girl to see if she's holding the ace. "There are no flops" highlights that it's very easy to play (unlike the knowledge needed to play poker), and that no one fails - when the holder of the ticket is called they win, even if they don't pick the ace.

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 contained sexually suggestive language, and was played at a time when children were likely to be listening.

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

The Board then 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 advertisement features a female voiceover talking about the Dollhouse Gentleman's Club, Chase the Ace competition.

The Board noted that the advertisement makes reference to the advertiser's name, Dollhouse Club, and uses words like "hottest girls" and "lappy". The Board noted that the advertisement also says "there are no flops" which has been misheard by the complainant as "guaranteed not to flop".

The Board considered that adults would understand what the advertised product is but considered that children would be unlikely to understand these references. The Board noted that the advertisement does not use the word 'sex' and considered that the phrase "treated like a wobbly chair" may be considered a sexual reference but is unlikely to be understood by children.

The Board acknowledged that there is a level of community concern surrounding the advertising of adult themed products and noted that adult shops are legally allowed to be advertised. As per Board determination in Case 0057/16:

"The Board acknowledged that some members of the community would prefer that this type of venue not advertise their services on the radio but considered that in this instance the content of the advertisement is mild and does not contain strong sexual or explicit language or references. The Board noted that the advertisement had been heard at 7pm on a Sunday evening and considered that this is not generally considered to be a time when children would normally listen to the radio. Regardless of the time in which the advertisement was aired however, the Board considered overall that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience which could include children".

The Board also noted that the current advertisement is broadcast at 6.30pm - outside of most school pick up or drop off times - thus reducing the likelihood of children hearing the

advertisement.

Consistent with previous determinations against similar radio advertisements for adult products (0487/15, 0390/15, 0290/13, 0048/13, 0413/13, 0003/14) the Board considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience which would include children.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

The Board considered whether the advertisement was in breach of Section 2.5 of the Code. Section 2.5 of the Code states: “Advertising or Marketing Communications shall only use language which is appropriate in the circumstances (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided”.

The Board noted that the advertisement uses language that may suggest sexual behaviour to an adult listener however the Board considered the actual words used are very mild and would be unlikely to be understood by children.

The Board determined that the advertisement did not breach Section 2.5 of the Code.

The Board considered Section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted the connection between receiving tickets for the Chase the Ace competition to the purchase of drinks. The Board considered whether this it would encourage excessive drinking to the general community. The Board deemed this highly improbable as an incentive to drink excessively and therefore that the advertisement did not depict material contrary to Prevailing Community Standards.

The Board determined that the advertisement did not breach Section 2.6 of the Code.

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

