



ADVERTISING
STANDARDS
BUREAU

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Case Report

1	Case Number	0197/14
2	Advertiser	Love Honey
3	Product	Sex Industry
4	Type of Advertisement / media	TV
5	Date of Determination	11/06/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features couples talking about their experiences using Love Honey to purchase sex toys: "Love Honey made us one very happy couple", "Let's face it, loads of couples use sex toys", "They spice up our sex life".

A female voiceover then says, "Discover sex toys from Lovehoney.com.au....the sexual happiness people".

THE COMPLAINT

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

On one hand we have a society that rightfully condemns the pornification of teenagers. Yet on the other hand ads for online sex shops are sneaking in. This is about the pornification of the media and money for the sex industry.

It is not appropriate for TV and seeks to create consumers for the porn industry. This causes prostitution, destruction of relationships, family, sexual use abuse of men, women, teenagers and children. It sends double messages and I object!

I don't think it's appropriate to have an ad about sex toys during a 6pm time slot when my 6 little girls watches milder family and this add comes up and then for the next 10 minutes I get

questions about sex toys.

I don't think we ads like that. They are immature and unneeded.

If the brand have to put ads on the television then put it on during an M rated program at 11pm at night. Not during modern family at 6pm.

THE ADVERTISER'S RESPONSE

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

Advertising Advantage (our agency) planned and booked all Free to Air media in accordance with CAD approved day part restrictions (may be broadcast between 9:00pm and 5:00am on any day).

Network NINE, Network TEN and SBS have confirmed all media ran post 9:00pm/

Network TEN Post times for Friday the 23rd of May have been included for reference.

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 complainants' concerns that the advertisement contains sexualised material which is inappropriate for airing at times when children are watching.

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

The Board noted that some complainants were concerned that this product is able to be advertised on television. The Board noted that this product is legally allowed to be advertised and that this issue falls outside of the Code therefore the Board cannot consider this aspect of the complaints when making its determination.

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 couples talking about their experiences using Love Honey to purchase sex toys. Examples of the comments made include: "Love Honey made us one very happy couple", "Let's face it, loads of couples use sex toys", "They spice up our sex life". A female voiceover then says, "Discover sex toys from Lovehoney.com.au....the sexual happiness people".

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

The Board noted that the advertisement did not feature any explicit nudity or descriptions of what the couples were intending to do with the products that they purchased. The Board considered that whilst the topic of the advertisement was of a sexual nature, the couples were not engaged in sexual acts and the advertisement was not inappropriate in the context of an A rated advertisement.

The Board noted that whilst some members of the community would prefer for this product to not be advertised, in the Board's view the advertisement does treat sex, sexuality and nudity with sensitivity to the relevant audience.

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 complaints.