



Case Report

1	Case Number	0210/13
2	Advertiser	Sexpo Pty Ltd
3	Product	Sex Industry
4	Type of Advertisement / media	TV
5	Date of Determination	10/07/2013
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

The TV advertisements for the Perth Sexpo feature scenes from a Sexpo event: firemen stripping and dancing on stage, a woman drinking champagne, shots of the crowd and a stage show featuring three women wearing bikinis and cowboy accessories dancing on stage. One of the women is holding a fake gun.

THE COMPLAINT

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

Inappropriate sexually suggestive content during peak family viewing time. Seen by my two children. Sleazy, lewd and degrading to women. I am appalled that this advert infiltrated my lounge room during family time, and more importantly has now permanently affected my children's hearts and minds. I demand that this advert is removed immediately from this time slot on all channels. I also demand an explanation and an apology.

The advert was shown during the news when my 4 year old child observed it. It is typical during news programs for viewers to be warned about disturbing content which gives parents (myself included) an opportunity to switch to another channel. No such warning was provided before my daughter was exposed to women who represent terrible role models for her. Unacceptable! Please explain how this was allowed. It is hard enough for kids to be kids these days without that kind of material being displayed before 6:00pm.

Before 7pm, my children watch TV with me. They are 5yo and 9yo. They were confronted by the Sexpo advertisement which showed video footage of people on stage making sexual gestures and also what briefly appeared to be topless women and strippers on stage. I wish my children did not see the advertisement. My 9yo is now asking questions about the ad and "sex" and "sexpo". Both my husband and I were watching the TV at the time and we were both shocked that an ad with such content was being broadcast at such an early evening time.

THE ADVERTISER'S RESPONSE

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

This email relates to complaints about a television advertisement that aired on various channels in Perth in the lead up to the June show.

The advertisement in question was factored by CAD and given a PG rating and was eligible for that time slot.

We do not believe that this advertisement breaches section 2 of the AANA Code of Ethics in any way.

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

The Board noted that this advertisement is for a sex related product - a Sex expo - and that mildly sexually suggestive images of both women and men are relevant to that product or service. The Board noted that it had previously dismissed complaints about TV advertisements for Sexpo (case 0500/12 and 0109/13).

In this instance the Board noted that one of the scenes featured in the advertisement shows three women on stage wearing cowboy hats, bikinis and over the knee boots dancing and holding their hands against their crotches. The Board noted that this scene was very brief and

considered that the style of dancing, whilst having mildly sexual connotations, was not inappropriate for the relevant PG audience.

The Board noted that whilst some members of the community would prefer for this product not to 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.

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 that in the scene featuring the women dancing on stage in cowboy themed costumes one of the woman is shown holding a fake hand gun and blowing away imaginary smoke. The Board noted that the gun is clearly fake and considered that using a fake gun as a prop in the context of a dance is not contrary to prevailing community standards on health and safety.

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 complaints.