



Case Report

1	Case Number	0227/12
2	Advertiser	Sexpo Pty Ltd
3	Product	Sex Industry
4	Type of Advertisement / media	TV
5	Date of Determination	13/06/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

A male voice over says that everyone is going to Sexpo and proceeds to describe what you can see and do there. We see a photograph of some women called the Bombshell Babes and a photo of a man taking his top off on stage along with images of people shopping at the event. The promotion is for the Townsville Sexpo.

THE COMPLAINT

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

This advertisement is firstly quite explicit in its visual content which I don't feel is right being shown and flaunted on the TV at the best of times but particularly smack bang in the middle of the 'family' time slot of 7:30 - 9pm on a very widely watched show such as Australia's Got Talent. It was on every 2nd ad break too not just a one off which maybe could have been overlooked. It is really quite distasteful and in your face and really doesn't leave much to the imagination. As a mother of children it's hard enough to protect them of all the negative influences out there but to have it blatantly plastered across the TV screen during a family program is really disgusting.

THE ADVERTISER'S RESPONSE

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

*The advertisement in question was factored by CAD and given a PG rating and was eligible for that time slot. We do not believe the ad or time slot breaches Section 2 of the AANA Advertiser Code of ethics in any way.
Please don't hesitate to contact me should you require further information.*

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 features sexualized images, inappropriate for viewing by children.

The Board reviewed 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 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 the advertisement was to promote the Townsville Sexpo which was held from 25-27 May 2012. The Board agreed that some members of the community may be offended by the depiction of the scantily clad men and women in the advertisement but considered that the advertisement was only mildly sexualised.

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 considered that whilst some members of the community would prefer for this product to not be advertised, in the Board's view the advertisement is very mild and does treat sex, sexuality and nudity with sensitivity to the relevant audience. The Board noted that it had previously dismissed complaints about advertisements for Sexpo (cases 483/10 and 275/09) and considered that the current advertisement was of a similar level of content.

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 complaint.