



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0279/18
2	Advertiser	Sexpo Pty Ltd
3	Product	Sex Industry
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	20/06/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a promotion for Sexpo 2018. The voice over states "feel the future at Sexpo sydney with a free virtual reality headset for every visitor. Experience a new world of VR and gaming." The voice over continues to describe some of the people who will be at Sexpo including the real housewives of Sydney, and adult entertainers. A picture of each of the women is shown. Images of the live stage shows are shown, including people interacting with fire and women dressed in cat costumes. The advertisement also includes information about health seminars and the shopping available.

THE COMPLAINT

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

I have 3 kids of which one is 10 years old. We were watching The Project that is a family rated show at 7.20pm. I do not need my children watching ads for Sexpo and the sex industry. If it was later at night then so be it but it is not appropriate to be





advertising this at that hour of night when you need to be over 18 to enter.

My 9 & 7 year old grandchildren watch this show. They won't be watching anymore and neither will I if this continues. Channel ten are idiots.

Masterchef is a family show. My kids of 10-12 were watching. The ad belongs post 8:30pm due to its content.

Not appropriate when watching family shows. Disgusting!

Skantily clad women, adult workers and other sexually inappropriate things being advertised during a program that families watch. So appalled with channel 10

THE ADVERTISER'S RESPONSE

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

We refer to complaint reference number 0279 / 18

The SEXPO® trademark is a registered trademark worldwide. It represents an exhibition held in Australia at various capital cities, serving the adult lifestyle industry.

As part of our pre-marketing program, we source, secure and promote advertising opportunities via a variety of mediums, including but not limited to television.

As we understand it, various complaints have been made in regards to our television commercials, aired in Sydney at various times and across various networks over the course of the recent SEXPO Sydney 2018 advertising campaign. Given we are unable to identify which particular ad it was, below are CAD numbers and information for both advertisements used for SEXPO Sydney 2018.

Key SEX2018SYD30 – CAD P50H5ELA

Key SEX2018SYD15 – CAD P50H6ELA

The advertisements in question were considered by CAD and classified a "P" rating, and were therefore eligible for the time slot/s in which they aired.

We do not believe the advertisement/s contained content that would have rendered them in breach of Section 2 of the AANA code.

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 complainants’ concerns that the advertisement is promoting a sex event, and features sexually suggestive imagery which is not appropriate for viewing by children.

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

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 that this television advertisement promoting a sex exposition in Sydney features images of the live stage shows are shown, including people interacting with fire and women dressed in cat costumes. The advertisement also includes information regarding the attractions of the events including health seminars, guest appearances and sex products.

The Panel noted it had previously dismissed complaints about a similar advertisement promoting the same event when held in Perth in case 0204/17 where the Panel noted that:

“... the actual content was not sexually explicit, the level of nudity was consistent with the level of nudity in advertisements for lingerie or swimwear, and overall the issues of sex and products relating to the sex industry are treated with sensitivity to the relevant broad audience.

"Consistent with its previous determination, the Board acknowledged that some members of the community would prefer that this type of event not be advertised on television but considered that Sexpo is legally allowed to be advertised and the use of the word ‘sex’ as part of the advertiser’s name is not of itself inappropriate. The Board noted the advertisement had been rated ‘PG’ by CAD and the advertisement had been broadcast in accordance with its rating. The Board considered that while some members of the community would find the advertisement to be inappropriate in the Board’s view the content of the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience which would include children.”

The Panel noted the current advertisement had been rated PG by CAD. The Panel 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 Panel noted that it had previously dismissed complaints about advertisements for Sexpo (case 0331/12, 0500/12, 0204/17) and considered that the current advertisement was of a similar level of content.



The Panel acknowledged that some members of the community would prefer that this type of event not be advertised on television where children can view it, but considered that the actual content of the advertisement is not sexually explicit and does not show images of scantily clad women or close ups of products available for purchase. Overall the Panel 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 Panel 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 Panel dismissed the complaints.

