



Case Report

1	Case Number	0299/11
2	Advertiser	Good Vibrations
3	Product	Sex Industry
4	Type of Advertisement / media	TV
5	Date of Determination	10/08/2011
6	DETERMINATION	Upheld - Modified or Discontinued

ISSUES RAISED

2.3 - Sex/sexuality/nudity Treat with sensitivity to relevant audience

DESCRIPTION OF THE ADVERTISEMENT

Close up of a woman's spread legs, from the thighs to the shoes. There is a champagne bottle on the floor between the legs and as it pops a female voice over says, "It's coming".

A male voice over then continues, "Good Vibrations adult erotica mega store".

We see a hand clenching a white sheet and the words "Good Vibrations adult erotica mega store 1170 South Road, Clovelly Park" appear on screen.

THE COMPLAINT

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

As a 17 year old I object to being exposed to such promiscuous, explicit and inappropriate sexual content on a free to air television channel with no previous warning at a prime family viewing time. My 12 year old little brother often watches this channel with me at this time and as inappropriate myself and my family finds it you can imagine how disgusted we would be if younger children happened to be exposed also, which they could easily be.

THE ADVERTISER'S RESPONSE

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

The advertiser declined to provide a response.

THE DETERMINATION

The Advertising Standard Board ('the Board') considered whether the advertisement complied with the AANA Code of Ethics ('the Code').

The Board noted the complainant's concern that this advertisement depicts explicit sexual content at inappropriate times.

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

The Board considered whether the advertisement complied with section 2.3 of the Code which requires that advertising and marketing communications '...shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone'.

The Board noted the advertisement featured a champagne bottle popping between a woman's spread legs with the cork heading towards her pubic area.

The Board considered that the visuals of the champagne flowing out of the bottle accompanied by a voice over stating, "it's coming" were sexually explicit. The Board also considered that the depiction of the champagne cork shooting up between the woman's open legs was a depiction which was overtly sexual.

The Board considered that the advertisement presented highly sexualised material. The Board noted the advertisement had been rated A by CAD which means it may be broadcast between 9pm and 5am on all days except in G or PG programs commencing prior to 9pm. The Board considered that regardless of the CAD rating of the advertisement, the content is not appropriate and, because of the demeaning nature of the depiction, even if the CAD rating were to be upgraded to a later timeslot, the advertisement would still be in breach of Section 2.3 of the Code. On this basis the Board determined that the advertisement breached Section 2.3 of the Code.

Finding that the advertisement breached section 2.3 of the Code the Board upheld the complaint.

ADVERTISER RESPONSE TO DETERMINATION

The ad in question finished running approximately three weeks ago.
If this ad is so offensive it is very surprising no one else bothered to complain.
Exact figures are not at my fingertips but my memory believes this ad was aired close to five hundred times. Is it possible the complaint was backed by the religious organization that has been complaining about our store since we opened?