



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
ACN 084 452 666

Case Report

1. Case Number :	0350-20
2. Advertiser :	Genea
3. Product :	Other
4. Type of Advertisement/Media :	TV - On Demand
5. Date of Determination	25-Nov-2020
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.4 Sex/sexuality/nudity

DESCRIPTION OF ADVERTISEMENT

This TV On Demand advertisement is for a fertility clinic There are three 15 second versions of the advertisement which have different scenes, and one 30 second version containing all scenes. The advertisement is entirely animated in a cartoon style and includes such scenes as:

- Sperm swimming while holding flowers
- Couples sitting on swans floating down a heart shaped tunnel
- A needle extending with a “boing” sound
- Cartoon ovaries with breasts
- A scene showing a cartoon ovary and a cartoon sperm on a bed, and then the sperm entering the egg (similar to a balloon, with the sperm inside the ovary).
- A woman's legs, appearing to be apart and in the air
- Babies floating

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

The choice of music and the detailed Graphics.



THE ADVERTISER'S RESPONSE

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

Advertiser did not provide a response.

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 complainant was concerned by the choice of music and the detailed graphics of the advertisement, however noted that they had not elaborated on that concern.

The Panel viewed the advertisement and noted the advertiser did not respond.

Section 2.4: Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience.

The Panel noted that the advertisement was broadcast on On Demand television and considered that the relevant audience would likely be broad and include children.

The Panel considered that the advertiser is a fertility clinic, and that an advertisement showing the reproduction process is relevant to the business. The Panel considered that the style of the advertisement is very simple and factual, and not dissimilar to many sexual education materials for young children used in schools. The Panel noted that there is no nudity in the advertisement and that all sexual reproduction scenes don't feature humans, only the ovary and sperm cartoon characters.

The Panel considered that the scenes showing a cartoon ovary and a cartoon sperm on a bed is fleeting, and the way the scene is presented with a person watching the interaction on a monitor means that it is small on screen and is not prominent.

The Panel considered that the background song chosen, "Let's talk about sex" by Salt N Pepa, while using the word sex, is not inappropriate for a broad audience.

Section 2.4 conclusion

The Panel considered that in the context of an advertisement for a fertility clinic, the use of a cartoon depiction of the reproduction process and use of the word "sex" is not inappropriate for a broad audience which would include children.



The Panel determined that this advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience and did not breach Section 2.4 of the Code.

Conclusion

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaint.