



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0397/18
2	Advertiser	Sexyland
3	Product	Sex Industry
4	Type of Advertisement / media	Radio
5	Date of Determination	12/09/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement states "Mi Pleasure Si Pleasure,Si Si. Sexyland is making this fathers day one to remember. Every store is full of fun gifts you will both love including toys massage oils chocolates sexy lingerie lotions potions and more. his pleasure is your pleasure so make his special day your most enjoyable day of the year. 11 shops in Melbourne and Geelong or shop at Sexyland.com.au".

THE COMPLAINT

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

*Children buy gifts for Fathers day. This ads says it's more than just his day.
Try explaining to a child why they should be in the buying sex products for their Father.
Wrong day to advertise their products!*

Children buy fathers day gifts. I find advertising during the day offensive. Children can not and should not purchase sex object even if it is for Dad! It is just creepy and not



appropriate.

THE ADVERTISER'S RESPONSE

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

The Advert does not breach any area of advertising codes

It is not Discriminatory or vilifying

It is not exploitative or degrading

Contains no violence

Does not contain sex or is sexual or nudity

Does not contain any reference to health and safety

Is distinguishable as an advert

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' concern that the advertisement sexualised children.

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

The Panel noted that the radio advertisement includes a voice over stating "Sexyland is making this Fathers' Day one to remember. Every store is full of fun gifts you will both love including toys, massage oils, chocolates, sexy lingerie, lotions, potions and more. His pleasure is your pleasure. So make his special day your most enjoyable day of the year"

The Panel then 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 the complainants' concern that the advertisement is targeting children and suggesting they should buy their father something sexual for Father's Day.

The Panel considered that the advertisement does not speak directly to children, and does not suggest that children should buy their father's something from the adult store.

The Panel considered that the most likely interpretation of the advertisement is that



the father's partner should buy him something from the store. The Panel considered that it is common for a woman to buy Father's Day presents for her partner when her children are too young to pick something out for their father.

The Panel considered the advertisement did not contain any direct references to sex, or any wording which was overly sexual and which would be inappropriate for a broad audience, which may include children.

In the Panel's view the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience and that the advertisement did not breach Section 2.4 of the Code.

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

