



Case Report

1	Case Number	0401/11
2	Advertiser	Triple M
3	Product	Entertainment
4	Type of Advertisement / media	TV
5	Date of Determination	26/10/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

A voice over lists 'everything Melbourne' and we see a montage of images which are intended to encapsulate Melbourne: footy finals, parks, Collins Street, comedy and so on, finishing with Eddie, Luke and Mick from Triple M.

One scene shows a man shaking a sausage over a BBQ.

THE COMPLAINT

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

This ad is extremely inappropriate for young children! It's rude and disgusting! I don't know how this was allowed to be broadcast!

THE ADVERTISER'S RESPONSE

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

The Advertisement is for Triple M, Melbourne and its premise is "Everything Melbourne in 30 seconds". The portion of the Advertisement that is the subject of the complaint is less than

1 second of a 30 second advertisement. Please note that the Advertisement is no longer being broadcast. The last day it was broadcast was Saturday 1 October 2011, the day of the AFL Grand Final.

The Advertisement was certainly not intended to offend anyone and we regret that a complaint has been received about it. The Advertisement was intended to promote Triple M in a humorous fashion by using a snapshot of Melbourne moments and personalities and showing how integral Triple M and its presenters are to Melbourne as a city. It appears that the complainant has read a sexual gesture into a split second's footage of a fully clothed man shaking fat off a sausage while barbequing. We regret that this particular complainant read a rude gesture into the Advertisement and so found it inappropriate for young children. We do not believe that the average viewer would have even particularly noticed the part of the Advertisement the complainant found to be rude and, even if they did, we believe the more common reaction would have been to think the man at the barbeque was shaking fat off the sausage. We do not believe that children or the vast majority of adults would make the same assumption the complainant made.

In our view, the Advertisement does not breach any part of Section 2 of the AANA Advertiser Code of Ethics. The Advertisement does not:

- portray men or women in a way which discriminates or vilifies them on the basis of their sex;*
- treat sex, sexuality and nudity without sensitivity to the relevant audience;*
- depict material contrary to prevailing community standards on health and safety.*

We gauge the appropriateness of our content, including Advertisements, from listener feedback and it is worth noting that we have not received any complaints from listeners regarding this Advertisement.

In our view, the Advertisement does not breach any part of Section 2 of the AANA Advertiser Code of Ethics.

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 is rude and inappropriate for young children.

The Board reviewed the advertisements and noted the advertiser's response.

The Board considered whether the advertisements were in breach of Section 2.3 of the Code. Section 2.3 of the Code states: "Advertising or 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 features a montage of clips which summarise Melbourne and that in one brief scene we see a man holding a sausage in tongs over a BBQ.

The Board noted that the sausage scene is very short and hard to distinguish and considered that whilst some members of the community could find the scene to contain very mild sexual

innuendo the majority of the community would interpret the scene as a man shaking the fat off a sausage.

The Board considered that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and that it did not breach Section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.