



CASE REPORT

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| 1. Complaint reference number | 112/99 |
| 2. Advertiser | Supa Clean Machine Hand Carwash |
| 3. Product | Professional Services |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 13 April 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The billboard advertisement comprises text and a photograph. The text (starting at the top of the advertisement) includes, 'For the best hand-job in town!' and is followed by a photograph of a car and in the right hand corner the advertiser logo which includes the words, 'Supa Clean Machine Hand Carwash'

THE COMPLAINT

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

'I find it offensive because it relies on pure sexual innuendo for its impact. "Handjob" is not a term automatically suggesting car wash, nor is it normally associated with washing cars. The slogan is not clever in its use of a sexual term; instead it is crude and therefore, to me, offensive.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement did not constitute a breach of the Code and would not offend prevailing community views and standards. The Board dismissed the complaint.