



## **CASE REPORT**

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| 1. Complaint reference number | 122/04   |
| 2. Advertiser                 | Advanced Medical Institute (Stronga Longa Donga) |
| 3. Product                    | Health Products                                  |
| 4. Type of advertisement      | Outdoor  |
| 5. Nature of complaint        | Language – use of language – section 2.5         |
| 6. Date of determination      | Tuesday, 8 June 2004                             |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement is an outdoor advertisement which displays the words “Stronga, Longa, Donga!” alongside the AMI logo and the words “Improve your sex life” and a phone number to call.

## **THE COMPLAINT**

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

*“I have a six year old daughter who is avidly learning to read at the moment and loves to try to read signs, billboards, number plates, and so on, as we drive along. I did not appreciate having to try and explain to her what it said and what it meant.”*

*“We found it offensive and that we feel it should be removed.”*

## **THE ADVERTISER’S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*“As the complainant herself mentions she was asked to explain the meaning of the sign to her daughter and it is clear that the target market is much older. I am sure there are many ways to satisfy an inquiring mind without explaining in detail something that the child would probably not understand.”*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the opinion that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to language.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.