



CASE REPORT

1. Complaint reference number	123/99
2. Advertiser	London International Asia Pacific (Durex Topaz condoms)
3. Product	Health Products
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3 Health and safety – section 2.6
6. Date of determination	Tuesday, 11 May 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement includes the words (in large text) ‘At last a condom you can put on in the dark without putting the lights on first.’ This wording is followed by a photograph of the product (in a plastic container) accompanied by the words, ‘Unique slide on ring helps you get it on quicker.’

THE COMPLAINT

Comments which some of the complainants made regarding this advertisement included the following:

‘...I’m dismayed that the Government should allow this type of ad. to be in full view of small children waiting at a bus stop and everyone driving past. I’m not against sex education in its right forum – but this isn’t advertising safe sex, just some unknown brand of condom!’

‘As many people, including school children, use these facilities it is sadly inappropriate and most embarrassing.’

‘The complaint came from older people in my electorate who found the ads offensive and who think they set a poor example of standards for young people.’

THE DETERMINATION

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

Board members noted the complainants’ personal points of view but determined that the advertisement’s treatment of the subject matter did not constitute a breach of the Code and would not offend prevailing community views. The Board was satisfied that the advertisement did not depict material contrary to prevailing community standards on health and safety. Board members noted that the advertisement comprised text only and did not include an explicit graphic. The Board dismissed the complaint.