



## **CASE REPORT**

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| 1. Complaint reference number | 125/00  |
| 2. Advertiser                 | Catherine's on the Gold Coast (Miss Erotica)    |
| 3. Product                    | Entertainment                                   |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 9 May 2000                             |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement comprises visuals, text and a voiceover which states: ‘This is the big one, boys. Totally live. Totally hot. The Miss Erotica 2000 Quest is coming to town, with the most wicked strip tease contest ever. Totally hot babes from all over Australia performing live. Thursday the 6<sup>th</sup> of April at Club 3-IN-1, Gladstone. Only \$20 cover charge and doors open at 7 p.m. See it all come on at Miss Erotica 2000. The visuals comprise shots of women performing strip tease, caressing themselves and displaying bare breasts and buttocks.’

## **THE COMPLAINT**

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

*‘..... my concern is that ..... the ad is very clearly that of an erotic and sexual nature, which removes my choice as a viewer to not be (sic) influenced by pornography.’*

## **THE DETERMINATION**

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

The Board was of the view that the portrayal of sex/sexuality/nudity within the advertisement was not inappropriate given that the complainant viewed it in a time zone consistent with that required for S rated advertisements. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.