



CASE REPORT

1. Complaint reference number	136/99
2. Advertiser	Valentines Catalogue
3. Product	Other
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 May 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement comprises a photograph and text. The photograph is of a man and woman intimately embracing. The man is bare-chested, the woman's jumper has shifted off her shoulder. The text (top of the advertisement) says, 'The Sex Education Videos That Increase Sexual Pleasure for Both Partners'. Additional (smaller) text alongside the photograph includes the following wording: 'Bring Your Relationship Into a New Realm of Excitement...new video takes you on a guided tour into the lives and bedrooms of real couples with incredibly satisfying sex lives...Hear each loving couple's story in their own words. Watch them explicitly demonstrate the exercises and techniques that have taken their sexuality to new heights...'

THE COMPLAINT

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

'(The advertisement) appears on page 17 of the Sunday Telegraph's TV guide...The 1/2 page colour photo of a semi-clothed couple (and a rating of the video of R...is accompanied by a description of the videos. Although the descriptions themselves are not pornographic...I object to such advertisements being put in such a blatantly public place, readily accessible to 10 year old kids, for example.'

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's portrayal of sex, sexuality and nudity did not constitute a breach of the Code. The Board was satisfied that the advertisement did not breach any other section(s) of the Code and would not offend prevailing community views. The Board dismissed the complaint.