



## CASE REPORT

1. Complaint reference number	146/08
2. Advertiser	Advanced Medical Institute
3. Product	Professional Services
4. Type of advertisement	Radio
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Monday, 19 May 2008
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

This series of radio advertisements feature a character referred to as 'Quick Willy'. There are four versions of the advertisement in the series. At the start of each advertisement Western music plays and the announcer speaks with an exaggerated cowboy accent.

Each advertisement begins with the announcer saying: "This here's the story of Quick Willy. He could fire off a round quicker than..."

Advertisement 1 .... The sheriff interjects: "Now hold on a minute... I'm the new Sheriff in town and there'll be NO quick fire draws around here." Announcer: "I'm guess'n he ain't come across Quick Willy yet!" Sound effects of horse galloping and gunfire. Announcer: "Speak of the devil..." Sheriff: "Whoa there Cowboy, I reckon I'm gonna have to take you in to call AMI" Willy: "AMI? Sounds familiar." Sheriff: "Your quick shootin' days are numbered thanks to AMI's nasal delivery technology." Announcer: "Bein' quick, sure gets you nowhere fast. Call AMI today 1800 20 20 40."

Advertisement 2 ... Sound Effect: a horse whinneying. Announcer: "Someone new rode into town" Sally: "Howdy handsome..." Willy: "Hi" Sound Effect: a pistol shot. Willy: "I'm Quick Willy!" Sally: "And I'm Slow Down Sally!" Sound Effect: Another pistol shot. Sally: "Golly! Hold your horses! You need to talk to my friends at AMI about their Nasal Delivery Technology." Willy: "I ain't letting anyone touch my pistol." Sally: "You just talk to them. On the telephone." Willy: "You sure are pretty!" Sound Effect: rapid pistol fire. Sally: "The name is AMI. The number is 1800 20 20 40. Dial that number quick, Willy! 1800 20 20 40."

Advertisement 3 ... Sally: "Is that a pistol in your pocket or are you just happy to ..." Sound Effect: a pistol shot. Willy: "Sorry ma'am." Sally: "You're the quickest Willy in the west, Quick Willy. Willy: "I am?" Sally: "But help is available." Willy: "It is?" Sally: "Call AMI. Their Nasal Delivery Technology can help with your shootin' off. Here I got AMI's telephone number. Willy: "I can't read." Sally: "Just dial the number ... 1800 20 20 40. Willy: "That's a real pretty number miss... just like you. Oh no!" Sound Effect: rapid pistol fire. Sally: Dial that number quick, Willy!"

Advertisement 4 ... Sally: "Is that a pistol in your pocket or are you just happy to ..." Sound Effect: a pistol shot. Willy: "Sorry ma'am." Sally: "You're the quickest Willy in the west, Quick Willy. Willy: "I am?" A second female voice joins Sally: "You sure are.." Said condescendingly. Willy: "Yee-haaaa! Sound Effect: rapid pistol fire. 2nd Female: "He really needs to call AMI."(whispered to friend). Sally: "He sure does!" Announcer: "Looks like Quick Willy needs a little nasal delivery technology from AMI to help with his, er ... shootin' off." Sound Effect: rapid pistol fire. Announcer: "If he knew what was good for him he'd call 1800 20 20 40 anytime soon..."

## THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*The methods of advertisement are inappropriate. I am a mother of two children aged seven and ten and don't believe they should be subjected to this.*

*The advertisements are making children want to know about sex, regardless of whether they are old enough or not. It is taking away the right of the parent to decide when and how to bring up the issue of SEX. In regards to the radio advertisements - Yes I can turn the radio off or change stations - AS I DO - but I don't believe that I should have to.*

*Why aren't the advertisements featured in a more appropriate manner, perhaps in publications suited to the target market?*

## **THE ADVERTISER'S RESPONSE**

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

*The ad does not breach Section 2 of the Code - I cannot see how this ad breaches any of the issues raised under s2.3 - the ad is not in any way vulgar or sexually explicit. The ad does not use any obscene language or content. We submit that the ad complies with the Standards as set by the AANA.*

## **THE DETERMINATION**

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

The Board listened to the radio advertisement and noted the use of the character Cowboy Willy to discuss the issue of premature ejaculation.

The Board considered the use double meaning in the advertisement's execution meant that children listening to the advertisement would consider it to be a silly story about a cowboy rather than a sexual health message directed towards adults.

The Board noted whilst the sound of the gun going off conveyed a clear meaning for adults, its real purpose would not register with children.

The Board further considered that the content of the advertisement was humorous and relied on a silly metaphor to convey a more serious message in a non-threatening way.

The Board further noted that the advertisement did not mention sex or premature ejection directly at any time nor did it contain any other language of a sexually explicit nature.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.