



CASE REPORT

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| 1. Complaint reference number | 149/06 |
| 2. Advertiser | Pixel Multimedia (Babe of the Day) |
| 3. Product | Mobile Phones/SMS |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 9 May 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a series of young women wearing bikinis and g-strings, posing provocatively as a female voiceover announces “Get a hot new babe on your mobile phone now. For hot Aussie babes SMS HOT to 193888. They’re so much fun. And so naughty. Get a hot new babe in the palm of your hands right now. Just SMS the word HOT to 193888 for sexy Aussie babes. Get a sexy babe on your mobile phone everyday. SMS the word HOT to 193888 for your sexy Aussie babes.”

THE COMPLAINT

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

The ads were showing women in very scanty bikinis and G-strings asking for people to download “a new Aussie girl to play with each day”.

The images were offensive and degrading to women.

The ads are mucky, further promote the role of women to some men as insignificant, sexual playthings. They promote self-image issues in women.

A lot of us adults do not wish to be subjected to that sort of footage without choice.

...this was tacky and insulting to women.

It is completely offensive to women, reducing them to mere sex objects, the playthings of bored, horny males.

It was something you would see out of a porn magazine...

“overly explicit pictures which I would categorise as pornographic.

THE ADVERTISER’S RESPONSE

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

We do not consider the ads to be pornographic...Nothing in the ad contains any form of nudity and the pictures are not in our opinion explicit.

Subscribers only receive photos of women in bikinis very similar to those shown in the ad.

We believe that when compared to the other ads shown on television late at night our ad is of a

moderate nature to say the least. If one were to compare the ad to certain lingerie advertisements either on billboard or advertising signs or television the photos in our ad are no more provocative than those.

THE DETERMINATION

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

In particular, the Board considered whether this advertisement breached section 2.3 of the Code in portraying sex, sexuality and nudity insensitively given the relevant audience, and the relevant time zone of publication. The Board considered that the advertisement was not illicit or pornographic and did not involve any form of nudity.

The Board also considered whether the advertisement discriminated against women in breach of section 2.1 of the Code. The Board however considered that the advertisement was not demeaning to women and did not discriminate against them.

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