



CASE REPORT

1. Complaint reference number	154/04
2. Advertiser	Mix 102.3 Adelaide
3. Product	Media
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 July 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicted a plain black background with the following words appearing up on the screen: ‘Kiss. Wet Wet Wet. Hooters.’ When Hooters appears the two ‘oos’ pop out to indicate breasts.

THE COMPLAINT

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

“I am really sick and tired of this crass mentality/obsession the media in our society has about women’s breasts.”

THE ADVERTISER’S RESPONSE

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

“I do not believe that this commercial is insensitive nor breaches any part of this code. It is an attempt at visual humour which could not offend an audience of any age.”

“I do not also believe we are in breach of section 2.4 as this commercial is not primarily targeted at children. The humour which is animated is very much directed at an adult audience which is the target of the radio station. It is carefully designed to avoid giving offence and simply provides some light, quirky humour.”

THE DETERMINATION

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

The Board considered that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

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