



CASE REPORT

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| 1. Complaint reference number | 155/06 |
| 2. Advertiser | Mobile Applications (Candy & Mandy) |
| 3. Product | Mobile Phone/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 two young women (a blonde and a brunette) in black bikinis gyrating in a sexy manner as a female voiceover advises “We’re Mondy and Candy, the steamy HOT strippers. SMS X to 19 900 500.” The women are then shown on a sofa with the blonde woman helping the brunette to remove her bra as the voiceover continues “We never stop stripping. SMX X to 19 900 500 NOW!!!”

THE COMPLAINT

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

Television should not be considered an appropriate medium to promote the debasement of women as a cheap saleable commodity.

There are many different types of these ads.....but this one is the most pathetic and disgusting.....there are not similar ads featuring men doing the same thing.

This ad is completely disrespectful to women. It reduces them to subservient beings that are willing to do whatever they need to provide sexual satisfaction to men.

THE ADVERTISER’S RESPONSE

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

The advertisement complained of does involve provocative dancing however this is entirely in keeping with the nature of the service offered.

The advertisement was aired at 12.10am on a Friday morning. This time is part of the AV classification time when material of an adult nature may be broadcast.

It is the career choice of the dancer to dance on television and sell content of her dancing for mobile phones.

We do not believe it is a debasement of woman at all as the dancer is not affecting anyone else nor imposing her views on anyone else.

Beautiful women and men are used all over the world everyday to promote products and services.

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 the advertisement breached section 2.3 of the Code in treating sex, sexuality and nudity with insensitivity to the relevant audience and the relevant program time zone. The Board considered that this advertisement and its treatment of sex and sexuality could be distinguished from the Board’s determination in complaint reference number 127/06. In this advertisement, the women were clad in bikinis and were not engaging in such sexually overt moves as in the advertisement the subject of complaint reference number 127/06. The Board considered whether the advertisement portrayed people in a way which discriminates against them on the basis of their sex in breach of section 2.1 of the Code. The Board considered that this was not the case.

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