



## **CASE REPORT**

1. Complaint reference number	158/00
2. Advertiser	Adultshop.com Ltd (Melbourne videowall)
3. Product	Retail
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 June 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement comprises text interspersed with the advertiser's logo. The logo consists of the letter 'a' extended to form a circle around it and ending in an arrow head, with two horns attached to the top of the circle. The words 'adultshop.com' are also shown at the bottom of the screen. The arrow head moves and a woman's voice whispers, 'adultshop dot com'. The text is as follows: 'Moan, moan, moan. That's all we ever hear from our customers' (logo). 'Where shopping is always a pleasure' (logo). 'Click here' (logo). The text returns to 'Moan, moan, moan', and is reiterated as above.

## **THE COMPLAINT**

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

*'.....this company has been advertising on the "alt.tv" screen on the corner of Bourke and Swanston (across from the Bourke St Mall). As well as visuals, there is sound too broadcast to anyone walking around the intersection and the mall. .... I do not find it appropriate to advertise this company (which sells adult "toys" and "marital aids") in such a public place as the Bourke St Mall. .... I think the wording very clearly indicates what the site is offering.'*

## **THE DETERMINATION**

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

The Board, while acknowledging the special problems attaching to billboards, was of the view that the portrayal of sex/sexuality/nudity within the advertisement and the wording relating to it did not contravene prevailing community standards. The Board determined did the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.