



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 160/01 |
| 2. Advertiser | Australian Therapeutic Supplies Pty Ltd (Four Seasons Condoms) |
| 3. Product | Health Products |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 10 July 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement portrays three condoms alongside large-type headings ‘Comes in 3 sizes’ and ‘Four Seasons Condoms.’

THE COMPLAINT

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

‘I find it totally crude and offensive and am ashamed to drive my children along the Ring Road which we use quite often. I cannot believe this is acceptable advertising.’

THE DETERMINATION

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

The Board determined that the advertising material did not contravene the Code in relation to the portrayal of sex/sexuality/nudity. Finding that it did not breach the Code on any other grounds, the Board dismissed the complaint.