



## **CASE REPORT**

1. Complaint reference number	161/98
2. Advertiser	Eagle Boys Dial-Pizza Hut Aust Pty Ltd
3. Product	Food
4. Type of advertisement	Radio
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 October 1998
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The radio ad featured a woman making squealing and moaning with pleasure. Her moans become more and more excited and closer together. A voiceover breaks in saying, ‘Get your slice of pleasure at your local Eagle Boys...’ The advertisement concludes with the woman saying ‘Ah yes...give me more of those anchovies.’

## **THE COMPLAINT**

Comments the complainant made about the advertisement included:

*‘The ad comprises of the sounds of a women (sic) presumably having an orgasm...It is vulgar and unnecessary...I am generally sick of women’s sexuality being used like this to promote goods etc. I don’t ever hear the sounds of men having an orgasm on radio or TV and if the advertisers have to use these sounds they should be confined to adult only times...’*

## **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 was of the view that the advertisement’s portrayal did not constitute discrimination or vilification. In addition, the Board was of the view that the advertisement’s treatment of sex/sexuality did not breach the Code. The Board dismissed the complaint.