



CASE REPORT

1. Complaint reference number	164/01
2. Advertiser	Advanced Medical Institute
3. Product	Professional Services
4. Type of advertisement	TV
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

The television advertisement opens on a bedroom scene where a man is eating a meal in bed while watching television, and a woman, on the bed alongside him, is apparently trying to gain his attention. As the man looks fearfully at the woman, an announcer's voice says 'Failure to perform at a critical moment can be very frustrating for any man and his partner.' The advertisement cuts to an 'engine room' scene as the announcer says 'It's not his fault. It's just a malfunction in his engine room. Now there's a localized treatment that works in five to ten minutes and lasts up to one-and-a-half hours.' At this point the men in the 'engine room' are seen to succeed where they had previously failed in raising the boom of a crane-like piece of machinery. The advertisement cuts back to the bedroom scene, where the meal tray on the man's lap is shown to be rising up, as the woman says 'Oh Frank, what a big fuss over such a little thing.' The advertisement concludes with Advanced Medical Institute contact details.

THE COMPLAINT

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

'The advertisement for a Men's Medical Clinic (was shown) during the telecast of the Essendon/Adelaide match... The material was totally inappropriate considering that children and teenagers—as well as adults who do not want to be subjected to such advertisement—watch football ... I don't understand how an advertisement of this nature can be shown.'

'The advertisement purported to provide a solution to male impotence or inability to generate an erection and parodied the situation with images of two people making a crane operate. The next scene suggesting this was the solution to the male actor's "problem" and the proof being that he had an erection evidenced by movement of bedclothes and other items on his bed covering the lower part of his torso. While I am not unsympathetic to the medical problems some men (and their wives) may face, I don't believe that this is appropriate content for family viewing.'

THE DETERMINATION

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

The determination of the Board was that the advertisement did not contravene the Code in relation to the portrayal of sex/sexuality/nudity, and that it did not breach the Code on any other grounds. Accordingly, the Board dismissed the complaint.