



CASE REPORT

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| 1. Complaint reference number | 168/08 |
| 2. Advertiser | Big Mobile Pty Ltd |
| 3. Product | Mobile Phone/ SMS |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Monday, 19 May 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement begins in a bedroom, a young woman in matching purple bra and underpants is kneeling on a double bed. The woman has a mobile phone in her hand, she is moaning and rocking back and forth. Text on screen: txt: WILD to 191030 (featured in a red banner across the screen). Smaller text underneath reads: 16+ Bill Payers permission. 25c per msg sent & \$1 per msg received. Text STOP to 191030 to end service. Images of different girls in bra and underpants lying on the bed writhing. Another girl on all fours rocking back and forth. All of the girls are moaning and sighing. The advertisement flicks between the three girls, each one is holding a phone and appears to reach a sexual climax. At the end of the advertisement a black screen has text: Txt WILD to 191030. The word 'wild' is burning.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

Despite this ad being shown close to midnight, it is still undoubtedly soft pornography no matter its time slot and no matter the age of the audience. I should be able to expect that at any time I'm up late watching television or it is on in the background I won't have to be exposed to women simulating orgasms on their beds. It is also school holidays, and while most young children are in bed by this time, it is not unreasonable for teenagers to be up with their families. It is disgusting that they, or any other decent citizen should be subject to this on free to air TV. This ad is highly sexually explicit. Ads such as these trash the value of sex, removing decency and privacy from sexuality, and they send a clear message to impressionable people (young and old) that women are sexual objects for other people's pleasure and that sex is something with no boundaries or sacredness.

THE ADVERTISER'S RESPONSE

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

As the advertiser, we (Big Mobile) believe that our advertisement is entirely keeping with the nature of the service offered. The service being promoted is a premium rated SMS Chat service & the service itself falls within the existing governmental guidelines for Premium rated Text based Chat services for Premium SMS operators.

We believe our WildChat TV ad promotes the SMS chat service in a tasteful, humorous manner that does not denigrate woman. The ad is 'fun', 'humorous' and 'over the top' and only appears on air after 11pm, in accordance with its S classification from CAD, in which material of an adult nature may be broadcast.

The ad was designed to take a mere 'tongue in cheek' approach to the overall nature of the service, with over the top acting. This type of approach can be seen in the popular classic movie 'When Harry met Sally' or the recent shampoo TV ad from Herbal Essence.

The ad ran at approximately 11.49pm, well inside the air time allowance it was given, and it ran during a male audience dominated program in line with the target demographic the ad was to designed to reach.

We understand that the Chat services offered are not necessarily to the taste of all viewers, however the advertising is in context to the nature of the services being offered.

THE DETERMINATION

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

The Board noted the complainants' concerns about the overtly sexual nature of the images portrayed in the advertisement and reviewed the complaint under Section 2.3 of the Code which deals with the portrayal of sex, sexuality and nudity.

The Board noted the advertiser's response stated that the advertisement has been awarded a S classification and can only be shown after 11pm.

The Board viewed the television commercial and noted that all of the women pictured were wearing underwear. It further noted that none of the women were touching themselves but rather just rocking and moaning whilst holding a mobile phone.

The Board considered that these images were reasonable within the context of the product being advertised, and the rating applied and that therefore the advertisement was not in breach of Section 2.3.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.