



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 173a/06   |
| 2. Advertiser                 | Advanced Medical Institute (Jonesy)             |
| 3. Product                    | Professional Services                           |
| 4. Type of advertisement      | Radio   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 9 May 2006                             |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This radio advertisement features a male asking “Is that AMI? The “up your nose and away it goes” people? Thanks a lot! Ever since Jonesy next door went on your nasal delivery system, the occasional two second bed squeak has turned into all-night marathons. Stop it you animals!” A male voiceover announces “Want to keep up with the Joneses? With AMI’s nasal delivery technology is keeping thousands of neighbours up night after night all over Australia . Call AMI now on 1800 20 20 40.”

## **THE COMPLAINT**

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

*It describes how you can keep your neighbours awake all night with your new sexual powers if you purchase a nasal delivery spray.*

## **THE ADVERTISER’S RESPONSE**

The advertiser failed to respond to the complaint.

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”). In particular, the Board considered whether this advertisement breached section 2.3 of the Code in its portrayal of sex, sexuality and nudity.

The Board noted that while the advertisement was a radio advertisement and that as such there was no listening time classification, the advertisement was euphemistic enough to be broadcast at any time and did not portray sex or sexuality in a manner in breach of the Code.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.