



CASE REPORT

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| 1. Complaint reference number | 173b/06 |
| 2. Advertiser | Advanced Medical Institute (not yet/doodle) |
| 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 | Upheld – discontinued or modified |

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features a male voice crying out “Not yet.....not yet...no...no...no... aahhhhh.” Another male voice advises “Once your doodle starts jumping the gun, things are only gonna get worse, because your doodle is gonna do what it’s gonna do regardless of you.” The first male voiceover continues “Not yet, not yet...aahhhh. Bad doodle!” The second announcer adds “AMI’s nasal delivery technology will turn you from a gun-jumping doodle into a marathon man. Call AMI now on 1800 40 20 40 and we’ll make your doodle do what you want it to do.”

THE COMPLAINT

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

...concluding with the promise of a “good doodle”.

The advertisement trivialises such issues and is in poor taste with the implication that the man has premature ejaculation problems depicted in a sleazy fashion.

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 portrayed sex or sexuality with insensitivity to the relevant audience and relevant programme time zone.

As the advertisement was a radio advertisement, the Board noted that there were no listening time classifications that existed. The Board further noted that the advertisement had been heard right through the day. The Board considered that the language used in the advertisement and in particular the use of ‘doodle’, represented language used by children and that as a result the advertisement was inviting kids listening to the advertisement to ask parents what the advertisement was about and that parents may feel uncomfortable about having to explain the advertisement. If the advertisement had only been broadcast after 8.30 at night on the relevant radio stations, the Board considered that the portrayal of sex and sexuality in the advertisement would not have offended the Code. However, given that the advertisement could and was broadcast at all times of the day and night, the portrayal of sex and sexuality was inappropriate considering that the audience listening to the advertisement may include children. The Board therefore upheld the complaint.

ADVERTISER’S RESPONSE TO DETERMINATION

I have checked with our General Manager who has also confirmed that these ads have not been run for some months now.

I will check that they haven't slipped up on one of the regional stations which is a possibility. I will instruct all stations nationally not to use either of the attached and to delete any copies from their logs.