



## **CASE REPORT**

1. Complaint reference number	173c/06
2. Advertiser	Advanced Medical Institute (premature ejaculation)
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 female asking “What triggers premature ejaculation? Performance anxiety? Over-excitement? Too much to drink? Tiredness? No matter what triggers it, once it happens, fear of failure ensures it will happen again and again. AMI’s nasal delivery technology has helped thousands of Australian men overcome premature ejaculation. Call AMI now on 1800 20 20 40 and break the cycle.”

## **THE COMPLAINT**

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

*I believe it is very negative towards people with such problems. I find this add (sic) in poor taste, and I believe is causing phycological (sic) problems for other users.*

*The one with the lady stating medication is the only solution is a real problem.*

*It was saying premature ejaculation is a failure, sounding like men are failures if they ever have this problem.*

## **THE ADVERTISER’S RESPONSE**

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

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 there was no classification of the listening times, the advertisement used both technical terms and 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.