



CASE REPORT

1. Complaint reference number	178/08
2. Advertiser	Advanced Medical Institute
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	Monday, 19 May 2008
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

A female says: "This ad lasts around thirty seconds. Unfortunately, some blokes don't last that long. If you can't get an erection, if you only last a minute or so, or you arrive too early, the worst thing you can do is stick your head in the sand. Nasal Delivery Technology has helped thousands of men like you. The message is clear. Use it, or lose it. Call AMI if you want to last longer. Mmm ... a few minutes. Wouldn't that be nice. Call 1800 40 40 20, that's 1800 40 40 20."

THE COMPLAINT

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

I don't believe the content of this ad should be broadcast in daylight hours, especially as so many children and families listen to commercial radio. Unfortunately this ad is broadcast every day, many times a day on 2 Hobart commercial radio stations, Sea FM and Heart 107.3FM. It really is a totally unsuitable advertisement for any radio station to run, and very frustrating when 2 radio stations both consistently run it throughout the day. I always change stations when the ad is played.

I feel this advertisement is totally inappropriate for daytime radio. It is on every afternoon on Radio SEA FM in Hobart at around 4.45pm and again at 4.55pm. Twice in fifteen minutes when I have my 16 year old daughter in the car travelling home from school. I have also heard it on Radio 107.3 during the day at my workplace.

Any sane person would object to hearing this type of advertising constantly.

THE ADVERTISER'S RESPONSE

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

The ad does not breach Section 2 of the Code - I cannot see how this ad breaches any of the issues raised under s2.3 - the ad is not in any way vulgar or sexually explicit. The ad does not use any obscene language or content. We submit that the ad complies with the Standards as set by the AANA.

THE DETERMINATION

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

The Board listened to the radio advertisement and considered it under Section 2.3 of the Code which

deals with appropriate use of sex and sexuality.

The Board found the advertisement to be straight forward and clinical in the information it presented.

The Board further considered there were no unnecessary or gratuitous references to sex and that the message was delivered in a acceptable and sympathetic way.

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