



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 183/03  |
| 2. Advertiser                 | Advanced Medical Institute                      |
| 3. Product                    | Health Products                                 |
| 4. Type of advertisement      | Outdoor   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 10 June 2003                           |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This outdoor advertisement features large text reading: ‘New Oral ANTI-IMPOTENCE Treatment For Men Of All Ages.’ The advertisement also incorporates a portrayal of a loving man and woman within a representation of a gender symbol, together with other text giving the advertiser’s name and telephone contact number.

## **THE COMPLAINT**

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

*“As an adult I object to this kind of advertising... For years now I’ve had to try and divert the attention of ‘little’ eyes when confronted with these sexual and immoral billboards... WHY are these advertising companies permitted to force these kind of ideas onto our young and onto those of us who find them offensive.”* (Complainant’s capitalisation).

## **THE DETERMINATION**

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

Noting the advertiser’s view that the billboard did not portray sexuality or nudity, and that ‘the only reference to sex is in a positive, medical health context,’ the Board considered that the material would not offend the majority of people exposed to it.

The Board determined that the material did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity and that it did not breach the Code on any other grounds.

Accordingly, the complaint was dismissed.