



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 194/99  |
| 2. Advertiser                 | Australian Therapeutic Supplies (Four Season Condoms) |
| 3. Product                    | Health Products                                       |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3       |
| 6. Date of determination      | Tuesday, 8 June 1999                                  |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement begins with the superimposed words and matching voiceover ‘There once was an ancient myth’, followed by a scene of three classical-style statues of naked men in an outdoor setting. The superimposed words and voiceover continue ‘That all men were created equal ... That one condom size would fit all ... We now know better’ as the camera gradually zooms in on the statues to show that they have different sized penises. The voiceover says ‘Four Seasons condoms. Now available in three condom sizes – tighter fitting, regular fitting and larger fitting’. The advertisement then shows one of the statues winking and another smiling and concludes with an image of three different packets of Four Seasons condoms.

## **THE COMPLAINT**

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

*“... vulgar, offensive and in bad taste.”*

## **THE DETERMINATION**

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

The Board determined that the depiction of the statues, within the overall context of the advertisement, did not offend prevailing community views and standards in its portrayal of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.