



CASE REPORT

1. Complaint reference number	196/08
2. Advertiser	Advanced Medical Institute
3. Product	Professional Services
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Wednesday, 11 June 2008
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

A print advertisement featuring a photograph of a man and woman. They appear to be lying in bed, pillows behind heads. They are featured from the waist up, the man is not wearing a top, the woman is wearing a white singlet. This photograph is approximately one quarter of the advertisement. The top quarter of the advertisement features the words 'Want Longer Lasting SEX?' Alongside the photograph there are three questions: Are you unable to gain or maintain an erection? Do you suffer from Premature Ejaculation? Do you long for the Sexual Satisfaction of your Youth? The bottom section of the advertisement features text: Call the Doctors at AMI to see how you could improve your Sex Life and contact details for the business.

THE COMPLAINT

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

The advertisement below featuring the text 'Want Longer Lasting SEX?' which regularly appears in the "West Australian Newspaper" - I find this extremely offensive.

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. The ad does not 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 the 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.

The Board also noted that the advertisement appeared in a newspaper would not be easily accessible to children as they do not tend to read this type of publication

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