



CASE REPORT

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| 1. Complaint reference number | 198/01 |
| 2. Advertiser | Sexpo Pty Ltd (Adultshop.com Sexpo) |
| 3. Product | Other |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 14 August 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The animated graphic and voiceover constituting this television advertisement advise that Sexpo, a “Health, Sexuality & Lifestyle Expo,” is to be staged “next to Fox Studios” at the Royal Hall of Industries, July 19-22, where visitors can “See leatherwear, lingerie, adult toys, body piercing, plus live stage shows. It’s everything adult.” A caption further advises “No person under 18 years admitted. Child minding facilities available.”

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

“... the ad talked about “adult” (ie sex) stuff including ‘live shows’Now...I’m not personally offended by this, OK? But I’d have to say it’s a wildly inappropriate advert for a children’s movie!!”

“... it was ADVERTISED verbally and with a graphic that; live sex acts would be performed, adult sex toys were on show/for sale, available material of sexual activity/nature. I consider that such advertisements are inappropriate in the extreme during a PG time zone at 8pm when my 4 children were watching a new programme, launched and promoted by TEN for children adolescents.”

THE DETERMINATION

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

The Board found that the content of this commercial did not contravene the Code in relation to the portrayal of sex/sexuality/nudity. It further found that the advertisement did not breach the Code on any other grounds. Consequently, the complaint was dismissed.