



## **CASE REPORT**

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| 1. Complaint reference number | 217/00   |
| 2. Advertiser                 | Adultshop.com Ltd  |
| 3. Product                    | Retail   |
| 4. Type of advertisement      | Radio  |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3<br>Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 8 August 2000   |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The radio advertisement, set to the tune ‘The Stripper’, consists of the following female voiceover: ‘AdultShop dot com are taking up to 50% off erotic videos and adult toys. Up to 50% off condoms, lotions, potions and a whole lot more. We’ve taken something off. Now it’s your turn.’ The words, ‘AdultShop dot com’ are then spoken with a whispery, breathless delivery.

## **THE COMPLAINT**

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

*‘I particularly object to the advertisements being aired during a Top 40 Show as this is likely to be received by a very young pre teen and teen audience. The advertisements do not come with any warning that the site should only be accessed by persons over age 18 and I feel that oversight is particularly irresponsible.’*

## **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 material within the advertisement did not contravene prevailing community standards, that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.