CASE REPORT

1.	Complaint reference number	223/03
2.	Advertiser	Australian Therapeutic Supplies (Four seasons Condoms)
3.	Product	Health Products
4.	Type of advertisement	Radio
5.	Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6.	Date of determination	Tuesday, 8 July 2003
7.	DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features the voices of a group of women asked what they like about Four Seasons condoms, their comments including: "No wet spot,' 'They come in three sizes, just like my boyfriends,' and 'The best sex I've ever had was with one.' The same question is put a male whose answer is partially covered by a zipper sound. The advertisement ends with a male voiceover stating: "There you have it. The word is, for the best sex, use the best condoms. Four Seasons Condoms, proudly Australian-owned."

THE COMPLAINT

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

"It was inappropriate to have it broadcast at a time when young children are quite likely to be listening If these adverts must be broadcast they should at least be on after small children can be expected to be in bed."

"The ad said if you want the best sex to use Four Seasons condoms. I find this totally inappropriate as this was basically saying to go out and have sex and just use these great condoms."

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 noted advice from the advertiser that it had sought evening timeslots for the broadcast of this advertisement

On its determination that the content of this advertisement did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity, and that it did not otherwise breach the Code, the Board dismissed the complaint.