



CASE REPORT

1. Complaint reference number	227/06
2. Advertiser	Advanced Medical Institute
3. Product	Professional Services
4. Type of advertisement	Radio
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 13 June 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement opens on a male voiceover “Shagging. Bonking. Horizontal folk dancing. It’s all a lot of fun ...as long as you’re good at it. But if you can’t get it up, or you struggle to last more than a minute or so, you need to ask for help. Call AMI about their Nasal Delivery Technology. With one call to AMI you can turn ‘Urgh (woman’s disappointed groan)’ into ‘Aahhhh (woman’s breathy excitement). Go longer and stronger. Call AMI now on 1800 40 40 90.”

THE COMPLAINT

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

The way in which the woman speaks and portrays men is extremely offensive, and I’m a woman! The ad implies that women find men who can (sic) “perform” pathetic/disgusting/inadequate/unattractive. This is offensive to both men and women.

THE ADVERTISER’S RESPONSE

The advertiser failed to submit a response.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”), particularly sections 2.1 or 2.5.

The Board noted the use of the words ‘Shagging’, ‘Bonking’ and ‘Horizontal folk dancing’. The Board considered that these words are euphemisms for sex, however in the context of the advertisement, and considering the likely audience, the Board did not consider that most people would find the words inappropriate or offensive. The Board considered that these words are not strong or obscene.

The Board also considered whether the advertisement vilified men or women. The Board noted that the advertisement is for a product that is designed to improve sexual capacity of men. The Board considered that considering the product advertised, the advertisement was appropriate and not demeaning to either men or women.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.