



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 23/02   |
| 2. Advertiser                 | Digital Audio Group                             |
| 3. Product                    | Retail  |
| 4. Type of advertisement      | Print   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 12 February 2002                       |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This print advertisement is headlined ‘DB dynamics loudspeakers really get you pumping’, and depicts a couple lovemaking between two tower speakers. Beneath the picture, text reads: ‘For the best in home theatre and music sound’. The advertisement also incorporates a website address and DB Dynamics logo.

## **THE COMPLAINT**

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

*‘I found it offensive and should only be found in a pornographic magazine not an easy reading magazine.’*

## **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The Board noted that the advertiser had withdrawn the advertisement on notice of the complaint being received.

It determined that, while not appropriate for general media, the advertisement’s placement in a specialist magazine unlikely to be read by children avoided a breach of the Code’s provisions relating to the portrayal of sex/sexuality/

nudity.

It further determined that the material did not contravene any other provision of the Code, and consequently dismissed the complaint.