



CASE REPORT

1. Complaint reference number	237/99
2. Advertiser	Wetsports
3. Product	Travel
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 September 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement is headed ‘SEX 4 YOU’, followed by ‘Well not really unless you score on one of our Wetsports Snow trips’. The text of the advertisement then gives date and price details for various travel/accommodation skiing packages. The advertisement concludes with the words ‘Satisfaction guaranteed. Book now!’

THE COMPLAINT

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

“... disturbing, extremely distasteful and totally inappropriate.”

“... offensive in the manner that it emphasised the attraction of ‘guaranteed sex’ ... The advertiser relies on the promotion of sex ...”

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 expressions used within the advertisement did not breach the Code on the grounds of its treatment of sex, sexuality or nudity, nor on any other ground. The Board, accordingly, dismissed the complaint.

The Board also noted that the complainant/s had raised allegations of false and misleading content within the advertisement. As this was beyond the jurisdiction of the Board to consider, it was noted that the complainant had been referred to the appropriate authorities in this regard.