



CASE REPORT

1. Complaint reference number	240/01
2. Advertiser	Ashley & Martin
3. Product	Professional Services
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 9 October 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features the headline ‘Most girls like it LONG AND THICK’ (advertiser’s emphasis), with smaller type text reading ‘Most advanced medial treatment for hair loss on the planet.’ The remainder of the advertisement is devoted to an Ashley & Martin logo and contact details.

THE COMPLAINT

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

“This suggestion, in crude language, raises concern for children. It is not the sort of message which should be given to young people including those becoming aware of their sexual development. Secondly the language used is crude...It is offensive to suggest that ‘most girls’ are sexually active, and also have a preoccupation with the dimensions of male organs. Thirdly their portrayal of ‘most girls’ is that they are primarily lustful. This is unwarranted and would offend many female readers.”

“I find this advertisement offensive.”

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 determined that, while it might offend some people, the content of this advertisement did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity, nor its provisions relating to discrimination and vilification.

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