



CASE REPORT

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| 1. Complaint reference number | 254/06 |
| 2. Advertiser | Partymob.com.au (Jordan Uncovered 260356) |
| 3. Product | Mobile phones/SMS |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 July 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a photo of a woman's naked torso, her hand covering her breast and the information "Play against tricky Energy Fluctuation to unlock your little sweetie!"

THE COMPLAINT

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

The pictures are provocative and verging on pornographic. These are on the same page as cartoon downloads and music downloads.

THE ADVERTISER'S RESPONSE

Advertiser did not respond to complaint.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board noted that the picture of the young woman was sexually suggestive and featured some bare skin, although the woman's breasts were covered by her hand. The Board considered that the depiction of sexuality and nudity was not pornographic and was not inappropriate to the intended and likely 'Take Five' magazine audience.

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