



## **CASE REPORT**

1. Complaint reference number	258/08
2. Advertiser	Advanced Medical Institute
3. Product	Professional Services
4. Type of advertisement	Radio
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Wednesday, 13 August 2008
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This radio advertisements opens on the sound of a man answering his mobile phone and advising the caller he is on his way. Being questioned by his mate, he explains "Yep - ever since I started using that nasal delivery stuff from AMI, the missus can't get enough of me. Julie's loving it. I never realised how fast I was - and how disappointed she was. I'm a marathon man now." The phone rings again "That'll be Julie..." As the other man asks "Cracking the whip?" he gets the reply "No - that's tomorrow night!"

## **THE COMPLAINT**

A sample of comments which the complainant/s made regarding this advertisement included the following:

*I find these advertisements offensive due to the explicit nature of the content. If a man is genuinely diagnosed with the condition it needs to be handled privately and sensitively. The advertisements degrade male/female sexuality and portray women as been sexually impossible to please and give young men false standards of "normal" sexual duration.*

*It is another example of how commercialism gets to set the benchmark for every facet of our lives including how long to have sex for!*

## **THE ADVERTISER'S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*The ad does not breach Section 2 of the Code - I cannot see how this ad breaches any of the issues raised under S2.3 - the ad is not in any way vulgar or sexually explicit. The ad does not use obscene language or content.*

*We submit that the ad complies with the Standards as set by the AANA.*

## **THE DETERMINATION**

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

The Board listened to the radio advertisement and considered it under Section 2.3 of the Code which deals with appropriate use of sex and sexuality.

The Board found the advertisement to be straightforward in the way in which the information was delivered. The Board consider the language used was appropriate in the context of the product being advertised.

The Board agreed that advertisers were entitled to advertise their products as long as they did not break the law or breach the Code.

The Board further considered there were no unnecessary or gratuitous references to sex and that the message was delivered in a way that would be acceptable to the targeted audience. Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.