



## **CASE REPORT**

- |                               |  |
|-------------------------------|--|
| 1. Complaint reference number | 272/01   |
| 2. Advertiser                 | Pfizer Pty Ltd (Erectile Dysfunction Public Education Campaign)  |
| 3. Product                    | Community Awareness  |
| 4. Type of advertisement      | Print  |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Portrayal of sex/sexuality/nudity – section 2.3<br>Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 13 November 2001  |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

This two-page spread print advertisement features a large-type heading reading: “Your doctor can treat your erection problems,” alongside a photograph of a champagne-holding man with a woman in a hotel doorway. A smaller-type headline reads: “The rest is up to you.”

## **THE COMPLAINT**

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

*“This sexual content, adult concepts and innuendo in this advertisement are inappropriate in a weekend family magazine... Taken at face value, the reader is drawn to the conclusion that any mediocre male can attract a glamorous female if only they obtain treatment for their ‘medical condition’ ... This advertisement reinforces male/female inequality and places sexual congress with a female in the context of a prize having been won or a right having been obtained, rather than that two people of equal status are about to enjoy private sexual relations.”*

*“Sufficient information is already available about the complaint to which they refer, and the advertisement is an indication that the standard of reference is worsening and will only become more explicit if not curbed at this juncture.”*

## **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, in the context of prevailing community standards, the advertisement did not contravene the Code in its portrayal of sex/sexuality/nudity, and that it did not constitute discrimination and/or vilification as identified in the Code.

The Board further determined that the content of the advertisement did not breach the Code’s provisions relating to health and safety, nor any other provisions of the Code. Accordingly, the complaint was dismissed.