



CASE REPORT

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| 1. Complaint reference number | 272/06 |
| 2. Advertiser | 1Form.com.au |
| 3. Product | Professional services |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 August 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print brochure is entitled “Pack your bags” and features a photograph of a male Cape Ground Squirrel standing facing the camera on its hind legs with its scrotum plainly visible.

THE COMPLAINT

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

Squirrel with private parts hanging down...this is not a scratch and sniff.

THE ADVERTISER’S RESPONSE

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

The image itself is actually of a real cape ground squirrel taken by Kevin Schafer who is a professional wildlife photographer and I can confirm that the image has not been doctored in any way. We had to purchase the rights to this image from the Australian Picture Library and this image can be found and viewed by anyone at anytime both on their site and other sites on the internet.

We have not used any swearing or language in the brochure that is offensive.

Our comment stating that “The image to the right is not a scratch and sniff” is in fact stating the truth.

Feedback given from both males and females of varying ages was positive.

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 this advertisement which depicts a male squirrel with large scrotum and which is accompanied by text stating that “this is not a scratch and sniff”.

The Board noted the advertiser’s response which stated that the picture used in the advertisement is an undoctored photo of an animal and also noted that the advertisement has a limited audience of persons involved in the real estate industry.

The Board considered that the advertisement was a depiction of a real animal in a normal pose and that it was not offensive. The Board considered that the text accompanying the image was tasteless but was also not offensive.

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