



CASE REPORT

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| 1. Complaint reference number | 288/01 |
| 2. Advertiser | Australian Therapeutic Supplies Pty Ltd (Four Seasons Condoms - Glow N' Dark) |
| 3. Product | Health Products |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 13 November 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features a picture of a condom extending into the billboard from the bottom left corner, with a headline reading: “Turn me on.” Other text reads: “Glow N’Dark Condoms and Lubricants,” and the Four Seasons brand name appears alongside smaller pictures of condom and lubricant packs.

THE COMPLAINT

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

‘I think people choosing to buy condoms know where to do so, without us having to see such a private matter displayed. I think parents should choose their own timeframe to explain about contraception to their children.’

‘...the message being given to our young people is an endorsement of ‘free sex.’ There is already grave damage in our society from the promotion of this message’

‘It is unnecessary to display such advertising in public places. It is offensive to be confronted with advertisements such as this.’

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 acknowledged that many people might share the view that such advertising was confrontational, but believed the health messages involved were paramount.

It determined that, within the context of prevailing community standards, the advertisement did not contravene the Code’s provisions relating to the portrayal of sex/sexuality/nudity, and that it did not breach the Code on any other ground. Accordingly, the Board dismissed the complaint.