



## **CASE REPORT**

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| 1. Complaint reference number | 297/01   |
| 2. Advertiser                 | Naturopathica (Horny Goat Weed)  |
| 3. Product                    | Health Products  |
| 4. Type of advertisement      | Outdoor  |
| 5. Nature of complaint        | 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 outdoor advertisement features devil horns on the ‘H’ of a large-type headline reading: “Get Horny!” alongside a picture of a lovemaking couple.

Other text reads: “Horny! Horny Goat Weed tonight!” and “Horny Goat Weed Plus. A natural pill for his performance and libido.” The advertisement also includes the name of the advertiser in stylized type, together with an Internet website address.

## **THE COMPLAINT**

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

*‘At first sight this appears to be an ad for sex... This is mindless vulgarity and blatant attention-grabbing in a congested traffic environment where distractions should be minimised.’*

*‘This advertising is appropriate to magazines purchased by individuals but the general public should not be subjected to such sexually explicit material in their daily travels.’*

## **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, within the context of prevailing community standards, while its representation might offend some of the passing people whose attention it would attract, this advertisement did not breach the Code’s provisions relating to the portrayal of sex/sexuality/nudity.

It further determined that the advertisement did not contravene the Code in relation to health and safety.

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