



CASE REPORT

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| 1. Complaint reference number | 3/01 |
| 2. Advertiser | The Planet Hotel |
| 3. Product | Entertainment |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 February 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement consists of an announcement by a woman: ‘As we enter the 21st century, life will surely get a little more complicated. But it’s good to know that some things will never change. If you want a clear spot on the dance floor when your favourite song comes on, if you want to get a cheap drink quickly, if you want to check out some quality eye candy and maybe strike up a meaningless friendship based purely on sex, there’s always The Planet. It’s 10% dancing, 20% alcohol, 70% sex. Always has been. Always will. The Planet on Pirie Street.’

THE COMPLAINT

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

‘The innuendo is that at this particular nightclub you are guaranteed of a one night stand..... Furthermore prostitution is illegal in SA – if the brothels can’t advertise sex then surely a nightclub should not be able to either.’

THE DETERMINATION

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

The Board, after careful consideration and while acknowledging the point of view expressed by the complainant, determined that the advertisement did not go so far as to breach the Code on any ground and, accordingly, dismissed the complaint. In reaching this determination, the Board took account of the broad demographic of the particular media.