



CASE REPORT

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| 1. Complaint reference number | 300/04 |
| 2. Advertiser | Monster Communications (Mobile Frenz) |
| 3. Product | Telecommunications |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 9 November 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a print advertisement which features images of a variety of available mobile phone ring tones and colour messages. Some of the available messages and images in the advertisement feature women in provocative positions wearing bikinis and/or lingerie. One image includes the by-line “U-drink, U-drive, U-better”.

THE COMPLAINT

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

*“This advertisement is demonstrably **IMBALANCED**, as there are exactly **NO** images of scantily clad men in becoming positions.”*

“I mean, call me old fashioned! Drink driving fatalities amongst young people come to mind.”

THE ADVERTISER’S RESPONSE

At the time of drafting this determination, the advertiser had not submitted a response to the complaint/s regarding this advertisement.

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 that the women depicted in the images were wearing lingerie and/or bikinis and there was no nudity involved.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity and/or health and safety.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.