



## **CASE REPORT**

1. Complaint reference number	304/04
2. Advertiser	Advanced Medical Institute
3. Product	Professional Services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 9 November 2004
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement features a male and female in bed contemplating the frustration of the male's erectile problems. A fantasy scene is featured of two men dressed in white laboratory coats putting oil on a white crane which is not working properly. The voiceover describes the Advanced Medical Institute's treatment option to improve erectile dysfunction.

## **THE COMPLAINT**

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

*"...while I can enjoy a joke and have fun, I found this ad offensive, in extremely bad taste, and degrading to men. Channel 7 tell me that it is within their limits; what a sad indictment on society!"*

## **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 in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (sex).

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