



CASE REPORT

1. Complaint reference number	307/01
2. Advertiser	Club Filter
3. Product	Entertainment
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 November 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement is headlined: “The worlds Longest Running Club. Hosted by Hot Rod,” and features a sequence of three photographs with accompanying text explaining the pictured application of a penis enlargement pump. Below the first photograph, showing a seated man looking down at his penis, the text reads: “Start out with any flaccid (soft) penis on any man, ANY SIZE or shape. Insert into the sleeve of the dynamic new SUPRA 12 with the patented new Sentry™ Prolong Ring. The inserted penis is shown in the second photography, over text reading: “Start the amazing vacuum action, see your formerly limp, small penis start to GROW...AND GROW...AND GROW...right before your eyes. LONG, THICK & FAT beyond belief.” (Advertiser’s capitalisation). As demonstrated in the third photograph, its accompanying panel of text reads: “When you reach your desired size, simply slip the patented Sentry™ Prolong Ring on to the base of your penis. You can maintain that fat, bulging erection for as long as you like!” At the base of the advertisement, alongside the advertiser’s name in stylized type, text reads: “BREAKS HOUSE & AFRO TECHNO Wednesdays 12am-7am @ Lounge 243 Swanston St, City 9663 2916.”

THE COMPLAINT

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

‘I fail to see the connection to be made to the reader and the night club using a sequence of descriptive and explicit pictures showing a nude young male from the waist down (pictures 1, 2 and 3), using a penis enlarger...I feel the advertising promoter for the club (should) for future advertising needs use a little more creativity and not resort to using material of sexual content to sell the product (Club) so blatantly as sleazy seems to be the underlying message...’

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 the street media publication in which it appeared, the advertisement did not breach the Code in relation to the portrayal of sex/sexuality/nudity.

Finding that the material did not contravene the Code on any other grounds, the Board dismissed the complaint.