



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 317/01  |
| 2. Advertiser                 | Erotic Nights                                   |
| 3. Product                    | Retail  |
| 4. Type of advertisement      | Radio   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 11 December 2001                       |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The radio advertisement comprises a female announcer saying, ‘Bill Clinton’s been caught with one. Hugh Grant had his photo taken with one. Groucho Marx would have kissed his every day. And now you can do it, too. Erotic Nights have got plenty, just waiting for you to light up.’ A male announcer continues, ‘Erotic Nights is now your local tobacconist, offering a range of cigarettes, tobacco, cigars and accessories.’ The female voice says, ‘Hey, do you smoke after sex?’ and the male responds, ‘I don’t know, I haven’t looked.’ The advertisement ends with a male voice saying, ‘Erotic Nights - now selling cigarettes, tobacco and cigars’, and giving a Mildura address.

## **THE COMPLAINT**

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

*‘This is crass and offensive, and inappropriate during family timeslots.’*

## **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 determined that the advertisement did not contravene the Code in relation to its portrayal of sex, sexuality and/or nudity, and did not breach the Code on any other ground.

Accordingly, the complaint was dismissed.