



## CASE REPORT

1. Complaint reference number	322/01
2. Advertiser	<a href="http://www.myflowers.com.au">www.myflowers.com.au</a>
3. Product	Retail
4. Type of advertisement	Outdoor
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 December 2001
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement comprises a floral representation and text: ‘For great sex. [www.myflowers.com.au](http://www.myflowers.com.au). Ph: 1300 135 693. The freshcut flowers. Delivered.’

## THE COMPLAINT

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

*‘The advertisement **trivialises and thus cheapens sex**, cheapens women, and cheapens men .....’*

*‘I believe that the wording used for this ad is offensive and highly inappropriate considering that the billboard is located in a “family suburb”.....’*

*‘To imply that a man or woman should bring home flowers for great sex is annoying and an insult to any true companionship that the couple may have. .... It’s hard enough trying to raise a family and point children in the right direction without having to deal with the outside pressures of advertising on impressionable minds.’*

## 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 acknowledged that many people might feel confronted by this advertisement, but determined that it did not breach the Code in relation to its portrayal of sex, sexuality and/or nudity.

It further determined that the content of the advertisement did not constitute discrimination and/or vilification; neither did it breach any other provision of the Code.

Accordingly, the complaint was dismissed.