



CASE REPORT

1. Complaint reference number	336/03
2. Advertiser	Austereo Group Ltd - Triple M
3. Product	Media
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 October 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens to a scene of a bald, middle aged man dressed in a leather bondage outfit accompanied by a young blonde woman wearing a pale pink lacy bra and underwear set. The man and woman are playing and jumping on the bed whilst the man says the words “I’m a donkey” repeatedly whilst making the animal noises of a donkey. The woman simulates riding a donkey on the man and uses a feather duster as a pretend whip. An alarm clock then goes off in the bedroom and a Triple M radio presenter is heard introducing the radio station and the man on the bed says, “Triple M? What a freak”. A voiceover continues, “Join the Triple M Freq club and you would win 200 Freq’n grand”.

THE COMPLAINT

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

“...The ad was offensive due to the explicit sexual nature of the scene...It is something you would only expect to see in a pornographic film...not on main stream television”

“...Extremely blatant sexuality...”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following::

“...The commercial was placed in programs that were consistent with the theme of the commercial...These programs were carefully selected having regard to the nature of the commercial. As acknowledged in the complaint this commercial is a mock scene executed in a deliberately comedic manner and is clearly not intended to be taken seriously”.

THE DETERMINATION

The Advertising Standards Board (“the Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (“the Code”)

Having regard to the time at which this advertisement was aired, the Board considered that most people would see the intended humour in the advertisement, and determined that it did not contravene the provisions of the Code relating to sex/sexuality/nudity nor any other provision of the Code.

Accordingly, the Board dismissed the complaint.