



CASE REPORT

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| 1. Complaint reference number | 340/08 |
| 2. Advertiser | Advanced Medical Institute |
| 3. Product | Professional Services |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 16 September 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This advertisement appears on the back of supermarket shop-a-dockets and features a laughing male/female couple in bed. Text reads "Men. You can last longer. Nasal Delivery Technology. Call the doctors at the Advanced Medical Institute to enquire about longer lasting love making."

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

When I turn on the TV the programs are rated to allow people to make appropriate choices. But when driving or shopping I don't have the opportunity to have an option as I am confronted by the slogan "longer lasting sex?" on shopping docketts. It disgusts me (1) for the derogatory emphasis it has towards men and women (2) the exposure to the minds of children (3) the baseness it portrays of our culture to tourists.

THE ADVERTISER'S RESPONSE

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

The ad does not breach Section 2 of the Code - I cannot see how this ad breaches any of the issues raised under S2.3 - the ad is not in any way vulgar or sexually explicit. The ad does not use any obscene language or content.

We submit that the ad complies with the Standards as set by the AGANA.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Board considered the application of Section 2.3 of the Code, relating to sex, sexuality and nudity. The Board noted the image shown was not a portrayal of sex. The Board noted the printed medium of the shopper docket was directed to adults and considered that children were unlikely to view the advertisement. The Board therefore determined the implied references to sex were appropriate to the audience and medium and therefore determined there was no breach of Section 2.3.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.