



CASE REPORT

1. Complaint reference number	366/03
2. Advertiser	Virgin Mobile (Australia) Pty Ltd
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 November 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

There is a sequence of four advertisements in which “Warren” invites ladies to text him for only 5 cents on his Virgin mobile.

THE COMPLAINT

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

“..... during children’s viewing time in relation to the promotion of mobile phone services. It depicted a sleazy individual seeking to solicit sex.”

“..... showing a person named Warren asking if you are looking for a way to text cheaply.”

“The person chosen to promote the message was particularly salacious in his manner and basically he was trying to arrange a sexual contact.”

“..... that suggested for free one could phone the young man and “hot up” the situation.”

THE ADVERTISER’S RESPONSE

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

“The Warren campaign is aimed at a youthful target audience whom Virgin Mobile believes are attracted to the comical aspects of Virgin Mobile’s brand personality. We feel the campaign is clearly tongue in cheek and a light-hearted parody of video dating.”

THE DETERMINATION

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

The Board noted that the majority of the community would view the advertisement as being comical and humorous.

The Board found that the depiction did not contravene the provisions of the Code relating to portrayal of sex, sexuality or nudity.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.