



CASE REPORT

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| 1. Complaint reference number | 369/99 |
| 2. Advertiser | Madame Josephine's Entertainment (Ultimate All Male Strip Show) |
| 3. Product | Entertainment |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 9 November 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement is headed ‘Madame Josephine’s Ultimate All Male Strip Show’ and features a photograph of a man wearing a pair of briefs. Below and alongside the photograph are details as to time, date and venue.

THE COMPLAINT

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

“Highly inappropriate because the magazine is aimed at all ages and is easily available ... If advertising on television for sexually explicit services can only occur late at night (or even later) I believe that similar rules should apply to print media.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the depiction of the man within the advertisement did not breach the Code on the grounds of its treatment of sex, sexuality or nudity, nor on any other ground. The Board, accordingly, dismissed the complaint.