



CASE REPORT

1. Complaint reference number	381/00
2. Advertiser	NetRegistry Pty Ltd
3. Product	Information Technology
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 February 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, captioned ‘protection is easy’, depicts, in the shape of a nipple-topped tube, the following text: ‘Avoid irritation and disappointment. Shield yourself from expensive buy-back fees. If penetrating the online market is in your agenda, slip into NetRegistry’s FREE domain name availability check to find out if your ideal domain name is in use, then register your preferred choice with Australia’s fastest most efficient Internet registration company – NetRegistry.’ At the base of the tube shape are the words, ‘We’ve got you covered!’ The advertiser’s logo, underneath which is written ‘Protect Your Online Future’, its website and telephone number appear at the bottom of the advertisement.

THE COMPLAINT

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

*‘I find the ad **totally offensive**. If you read the context around the perimeter of the “penis-condom” or what ever (sic), it is very suggestive’*

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, while appreciating the complainant’s sensitivities, was of the view that the material within the advertisement did not contravene prevailing community standards in its depiction of sex/sexuality/nudity. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint. The Board noted the placement of the advertisement in particular media.