



## **CASE REPORT**

1. Complaint reference number	384/08
2. Advertiser	TrueLocal
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Wednesday, 8 October 2008
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement shows a series of neighbourhood characters who are approached to provide directions to local businesses. This includes a sports shopper, name dropper, old man, vegetarian and a woman who divulges too much information about what she and her partner like to do in bed. It ends with a web address for meet the locals.

## **THE COMPLAINT**

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

*The last character in this inane ad is a woman who is meant to "divulge too much personal information" and describes how she & her partner like to "hide the sausage" and are now "experimenting with foodstuffs". This is neither funny nor artistic. It's offensive and is not something I appreciate hearing and certainly not appropriate for my children to hear. It's this type of rubbish that contributes to the degeneration of social values.*

## **THE ADVERTISER'S RESPONSE**

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

*Truelocal.com.au is an online business directory that connects business with consumers through ratings and reviews of local businesses, by like minded individuals – it's a fast reliable way to search for great local businesses recommended by others without having to ask all of your neighbours.*

*Local knowledge is a truly valuable thing. But there can be a high price to pay in acquiring it. The essence of this ad is the humorous highlighting of local information that's flawed - in its content and delivery - in contrast to quality information from Truelocal.com.au.*

*The perfect execution lies in striking a balance between the comic exaggeration and the uncomfortable familiarity of each character as they ramble away on unhelpful tangents.*

*The ad aired in the time zone required by its CAD W rating. The "sausage" and "experimenting with food stuffs" references are no more than humorous slang in common usage in the community. While they are references to sexual activity, they are not strong or obscene. No sexual activity is depicted. It is quite clear that this section of the ad is a high calibre comedic performance.*

*As such the ad does not treat sex or sexuality insensitively given the relevant audience and time zone.*

*The language used is appropriate in the circumstances and the 'hide the sausage' reference is sufficiently vague so as not to be considered a breach of the code.*

*Accordingly we respectfully submit that the Advertising Standards Board should conclude that the commercial does not breach Section 2 of the Advertiser Code of Ethics.*

## **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, relating to sex, sexuality and nudity. The Board considered this was a lighthearted advertisement, with no overt sexual references and that the reference to the character the subject of the complaint was fleeting in nature. The Board therefore found no breach of Section 2.3.

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