



CASE REPORT

1. Complaint reference number	386/99
2. Advertiser	Milestone Marketing
3. Product	Education
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 7 December 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement is headed ‘Sizzling sex life. An intimate, erotic & powerful video!’ and includes a photograph of a man, apparently naked, and a woman dressed in underwear in an embrace. The text of the advertisement provides details as to two videotapes for sale, ‘Liberated Sex for Passionate People’ and ‘Oriental Partner Massage’.

THE COMPLAINT

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

“I feel this is a most inappropriate advertisement to have in a magazine which many children must read. Surely young people do not have to be subjected to this kind of material. They grow up fast enough as it is these days.”

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 was of the view that the depiction of the couple within the advertisement did not contravene community standards in its treatment of sex, sexuality or nudity and did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.