



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 390/99  |
| 2. Advertiser                 | Salt Nightclub  |
| 3. Product                    | Entertainment   |
| 4. Type of advertisement      | Print   |
| 5. Nature of complaint        | Violence Other – section 2.2<br>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 consists of a ‘smiley face’ appearing to wink one eye while licking its lips. Below it are the words ‘Sexual Assault’, depicted in a manner that suggests the final four letters have been superimposed over the original words.

## **THE COMPLAINT**

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

*“It disturbs me greatly to think that, in this day and age, rape can be used as an enticement for going to a nightclub. It’s an indication of a sad, sick, irresponsible mentality still prominent in our culture.”*

## **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 advertisement did not breach the Code on the grounds of its treatment of sex, sexuality or nudity, nor did it contravene prevailing community standards. In reaching this determination, the Board noted that the advertisement was one in a sequence using different plays on the words ‘salt’ and ‘assault’, that there was no actual endorsement of violence and that the advertising was targeted narrowly to the youth club scene. The Board, accordingly, dismissed the complaint.