



CASE REPORT

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| 1. Complaint reference number | 42/07 |
| 2. Advertiser | Global One Mobile Entertainment (Mobile Active Candy Crib) |
| 3. Product | Mobile phones/SMS |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 February 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a young blond woman wearing a black bikini, seated with her legs spread apart while a female voiceover invites you to "get sexy cover girls on your mobile" by SMS to CANDY, and the shot is followed by that of two other young women holding each other in a sexy pose. As the voiceover continues with "They're all naughty girls living together. Get their sexy videos on your mobile", four young women are then shown naked in a spa bath with legs being held in the air and fondling each other on a bed wearing only briefs. At the conclusion a woman blows a kiss towards the camera.

THE COMPLAINT

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

Too graphic and this type of pornographic advertising should not be shown on a sports station. Sports are watched by families, including young children. Reserve this sort of advertising for stations that show adult only programmes.

I have subscribed to a sports channel, not an adult channel. The association of sport and sexually explicit advertising material is very male oriented and reflects a demeaning attitude to women in general.

THE ADVERTISER'S RESPONSE

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

We requested our advertisement to be aired in the 11pm plus timeslots. I am led to believe that all timeslots are based on NSW time, which is out of our control.

We are of the strong opinion that we have not breached Section 2.3 of the AANA Code of Ethics.

We appreciate that our advertisements will not appeal to 100% of TV viewers, and note that this applies to almost all TV advertisements.

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the Code).

The Board was of the opinion that the scenes depicted in the advertisement were quite sexual in

nature but that there was no explicit nudity and no images or suggestions of actual sex. The Board noted that the advertiser had requested the advertisement to be broadcast after 11pm within its correct classification time-zone. The Board determined that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and also the relevant program time-zone.

The Board found that the advertisement did not breach the provisions of the Code relating to the portrayal of sex, sexuality or nudity.

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