



CASE REPORT

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| 1. Complaint reference number | 506/06 |
| 2. Advertiser | Jamba! GmbH (Jamster - Porn Manager Game) |
| 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, 16 January 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a kneeling blonde woman wearing a black bodice outfit with a small cartoon male in briefs and a robe, smoking a cigar, alongside. An image of a video camera is also featured with the words "Porn Manager Mobile Game". A male voiceover announces "so, due to a complaint we had to rename this game, it is still of course the pornography manager game, and trust me, it is so good one lady should have complained. Direct your own x-rated movie scenes in the best selling mobilegame. Just text x1 to 194000." During the description the game screens are shown with still visuals of cartoon characters.

THE COMPLAINT

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

It was saying download some chick and you can make her do any sex moves you want.

THE ADVERTISER'S RESPONSE

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

We respectfully disagree with the complainant's claim that our advertisement was inappropriate due to its sexual nature. From the images of the game, one can see that there are no sexual images; it is a cartoon and a set up for a pornography scene which is very "tongue in cheek".

We put stars to hide the word porn, as we understand that it might offend viewers and it was aired on MTV only after 11.30pm.

We sincerely regret that any offence was taken.

THE DETERMINATION

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

The Board viewed the advertisement and considered whether it breaches Section 2.1 dealing with sex, sexuality and nudity.

The Board agreed that that the advertisement itself was not particularly explicit, and the animations on the featured game were hard to make out. The Board also agreed that the depiction of the woman in the advertisement was not so sexual or offensive by community standards, given the timeslot, as to warrant changing or removing the advertisement from the air. The Board also agreed it was difficult

to separate the advertisement from the product in this case.

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