



CASE REPORT

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| 1. Complaint reference number | 523/06 |
| 2. Advertiser | Big Mobile Pty Ltd (Wild Chat) |
| 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 for a sex chat line commences with a text warning "Warning. Wild chat is not for the faint hearted!" features a young blonde woman wearing white briefs and bra holding a phone, and writhing on a bed while making sounds of sexual gratification. A female voiceover announces "Introducing Wild Chat - the hottest and wildest sex chat in Australia where you can chat with the sexiest girls around. For the wildest text of your life text WILD to 131030 for Australia's hottest sex chat.

THE COMPLAINT

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

...nothing more than adds for naked women and stripping over the phone lines. It's degrading to suggest that people should spend money talking and watching this porno filth on their phones.

Near naked woman girating (sic) on a bed and moaning.

...excessive sexual content...women in minimal clothing while performing suggestive acts...women moaning as if in orgasm.

It was simulated sex.

Women appear to be simulating having an orgasm.

THE ADVERTISER'S RESPONSE

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

The advertiser believes that this advertisement is entirely keeping with the nature of the service offered. The service we are promoting is a premium rated SMS Chat service & the service itself falls within the existing governmental guides-lines for Premium rated Text based Chat services for Premium SMS operators.

There is no evidence nor facts expressed by the complainant or the image to justify that the ad simulates sex, rather we are taking a "tongue in cheek" approach with over the top acting, such examples of this over the top acting can be seen in the famous scene from "When Harry met Sally" and another recent example of these types of execution is from a popular shampoo TV ad (Herbal Essence).

We believe our WildChat TV ad promotes the SMS Chat service in a tasteful manner that does not denigrate women, the ads are fun, humorous & over the top and are aired after 11pm as part of the

S classification time when material of an adult nature may be broadcast.

We understand that the Chat services offered are not necessarily to the taste of all people however the advertising is in context to the nature of the services being offered.

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 2.3 of the Code dealing with sex, sexuality and nudity.

The Board noted the complainants' comments that the advertisement contained excessive sexual content.

The Board noted that the advertisement contained no nudity, but it did note that the movements and sounds of the women on the bed were highly sexual. Taking account of the audience and timeslot, and of the nature of the product being advertised, on balance the Board felt that advertisement did not treat sexuality insensitively enough to warrant the advertisement's removal from air.

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