



CASE REPORT

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| 1. Complaint reference number | 59/07 |
| 2. Advertiser | Sexpo Pty Ltd |
| 3. Product | Leisure & Sport |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 March 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This transport/outdoor advertisement features a woman's torso from below the breasts to the thighs. She is wearing jeans which are undone and has her thumbs hooked into the waistband. Text gives details of the exhibition dates and location, describing Sexpo as a "Health, Sexuality and Lifestyle Expo", with the announcement "Ride the Gerbil!"

THE COMPLAINT

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

I understand that some extremely liberal people welcome an event like Sexpo, complete with the sex train gerbil (whatever that is), but I don't feel that it needs to be advertised in such a manner, in such explicit terminology, and to everyone who looks up and sees the side of this bus.

Sex Expo - a picture of a woman pulling her pants down. Do we have to dish up pornographic advertisements to our children and grandchildren?

THE ADVERTISER'S RESPONSE

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

The ad features no images that are explicit, nor does it contain any provocative text. The suggestion that this billboard is pornographic is without foundation. I would suggest that some Just Jeans ads and the FCUK clothing label are more provocative than our billboard. The exhibition contains only performances and items for sale that are legal in Queensland. I suggest if the complainant wishes to change these laws, an approach to her local Member of Parliament would be the most appropriate course of action.

I do not believe the billboard breaches the advertising code of ethics in any way.

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

The Board noted that the image of the woman was not explicit and the Board considered that the images in the advertisement were generally not explicit or inappropriate.

The Board considered also that the language used in the advertisement was not inappropriate – containing references to the exhibits at the Expo, but doing so in a manner that did not feature obscene or strong language.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.