



CASE REPORT

1. Complaint reference number	63/06
2. Advertiser	Kings Court Massage
3. Product	Other
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 March 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This is a print colour advertisement in cartoon comic style depicting young men on a beach fantasising over a girl wearing a green bikini. While distracted by her attractive looks the men start getting clumsy, realising getting to know her is “in your dreams”. Later, the young men arrive at Kings Court to find the same girl wearing a low-cut green dress and comment “Our dream has come true”. The advertisement is bordered with information about Kings Court .

THE COMPLAINT

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

I consider this soft porn to be misleading in its portraying of women, but regardless of my personal opinion, it's a cartoon – like any children's comic.

...it may be viewed and thus interpreted as OK, even what fun should be, by children who flick through the pages of our free community newspaper, and I believe therefore this form of advertising should be banned for this type of publication.

THE ADVERTISER'S RESPONSE

The advertiser advised that he would not be submitting a response.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted that this advertisement was an advertisement for a brothel and was in a part of the paper that contained advertisements for similar products.

The Board considered that the cartoon story was understated in advertising the brothel services, and used no sexual or otherwise offensive language. In addition the cartoon pictures were not overtly sexual.

The Board noted that adult cartoons are available in Australia . Considering this advertisement the Board did not consider that the cartoon style of the advertisement was in any way targeted to children or designed to be specially appealing to children. The Board noted that, were a child to be reading that part of the publication, the cartoon was text rich and would be unlikely to hold the interest of a child for long.

The Board considered that the advertisement was an appropriate advertisement for the product being advertised and that it portrayed sex or sexual themes in an appropriate manner considering the likely

audience for the publication.

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