



CASE REPORT

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| 1. Complaint reference number | 65/01 |
| 2. Advertiser | Ashley & Martin |
| 3. Product | Professional Services |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 10 April 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement is based on a conversation between a couple, the man asking the woman to ‘stop paying with it,’ to which she responds ‘I can’t keep my hands off it...you had nothing there and now it’s so long and thick...I just have to touch it...I just can’t believe how Ashley & Martin grew back the hair you’d lost.’ A third voice provides Ashley & Martin contact details.

THE COMPLAINT

A complainant who ‘*had no idea it was a hair commercial until the end,*’ expressed horror at the thought of the advertisement being heard by her four sons, aged between 10 and 15 years. She also expressed upset at ‘*the number of ads which use this approach ... many using the woman having an orgasm theme to promote their products.*’

THE DETERMINATION

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

The Board determined that, having regard to its contextual humour, the material within the advertisement did not contravene prevailing community standards in its portrayal of sex/sexuality/nudity and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.