



CASE REPORT

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| 1. Complaint reference number | 67/05 |
| 2. Advertiser | Advanced Medical Institute |
| 3. Product | Professional Services |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 12 April 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a radio advertisement that is performed live by radio hosts on weekday mornings. The precise words of the advertisements vary from time to time but typically contain words to the effect: "... do you suffer from the frustration of premature problems ...", "the blokes are embarrassed. The wives are upset. And the situation won't go away if you put your head in the sand. Premature ejaculation. Nasal spray technology has helped ...".

THE COMPLAINT

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

"The ad is coarse, ribald, and not appropriate for the time slots that it is playing."

"... to air it at a time when children will undoubtedly be listening, we consider to be totally unacceptable."

THE ADVERTISER'S RESPONSE

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

"The advertisements advertise a treatment for a problem that may be embarrassing to most men who suffer from it. The advertisements endeavour to reduce that embarrassment, but at the same time respecting the sensitive nature of the condition, and the sensitivity of the relevant audience of the station."

THE DETERMINATION

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

The Board found that the depiction did not contravene the provisions of the Code relating to the use of language.

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