



CASE REPORT

1. Complaint reference number	67/07
2. Advertiser	Advanced Medical Institute (Sausage Sizzle)
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, 13 March 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features a female voice over advising "This summer, put some sizzle in your sausage! Call AMI for Nasal Delivery Technology. It's helping thousands of blokes go longer and stronger in the sack." A woman's voice is heard to moan "Yes! Yes!". The voice over continues "You could be putting in a sizzling performance with your partner. Just call AMI now for Nasal Delivery Technology. 1800 40 40 80. Come on, be a longer stronger lover!"

THE COMPLAINT

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

I can understand that they need to sell a product. 97.3FM portrays itself as a family radio station that even censors the work (sic) "Chicken Shit" from a song and then goes on gaily to broadcast this ad. How and what are we supposed to explain to young kids when they listen to this ad on radio?

THE ADVERTISER'S RESPONSE

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

The ad does not breach Section 2 of the Code - I cannot see how this ad breaches any of the issues raised under s2.3 - the ad is not in any way vulgar or sexually explicit. The ad does not use any obscene language or content. We submit that the ad complies with the Standards as set by the AANA.

THE DETERMINATION

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

The Board considered whether the advertisement breached Section 2.3 of the Code dealing with sex, sexuality and nudity.

The Board noted that the product advertised is a sex-enhancement product and that products of this nature are able to be advertised. The Board noted that some members of the community might find at least one line of the ad ("put some sizzle in your sausage") tasteless. The Board determined that the sexual references in the advertisement, whilst confronting to some members of the community, was not so offensive that it warranted removal from the air.

The Board also considered whether the language used in the advertisement was appropriate in the

circumstances. The Board noted that the advertisement did not use any strong or obscene language, and that, in the context of the product advertised, that the language was not inappropriate.

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