



CASE REPORT

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| 1. Complaint reference number | 68/03 |
| 2. Advertiser | Austereo Group Ltd - Fox FM |
| 3. Product | Media |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 April 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

Three related television advertisements were referred to the Board, based on a television dating game show. In the first advertisement, host Greg Evans introduces two tall and handsome men whom participant Tracy Bartram has passed on before revealing her ‘dream date,’ a short, less handsome man who grabs Tracy who tries to resist his sexual advances, claiming there has been a mistake. A caption reads: ‘Tracy and Matt in the morning. 6 till 9 weekdays on the Fox.’ In the second advertisement, the two are shown on a visit to the Gold Coast where activities including attendance at a strip show clearly please Matt and distress Tracy. Asked if she thinks they will see each other again, Tracy says: “I’d rather eat vomit, Greg.” Again a caption points to the Fox radio program. In the third advertisement, Tracy and Matt are being interviewed on the set of the dating show, with Matt indicating plenty of physical attraction and an intent to take Tracy out on a subsequent date, while she says she’s taking out a restraining order. After the caption promoting the radio show, Matt jumps on Tracy saying “She wants me bad” to a dumfounded Greg.

THE COMPLAINT

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

“I find this advertisement to be totally offensive both verbally and visually...Not only do I find this type of advertisement revolting, I was particularly concerned that it was shown in children’s viewing time...”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board noted the advertiser’s advice that the advertisements were screened in accordance with their viewing classification, and considered that most people would recognise them as a parody of a popular television game show.

The Board determined that, having regard to prevailing community standards, the advertisements did not contravene the provisions of the Code relating to the portrayal of sex, sexuality and/or nudity.

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