



## **CASE REPORT**

- |                               |   |
|-------------------------------|---|
| 1. Complaint reference number | 73/06   |
| 2. Advertiser                 | ACP Publishing Pty Ltd (Cosmopolitan)               |
| 3. Product                    | Media   |
| 4. Type of advertisement      | Radio   |
| 5. Nature of complaint        | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination      | Tuesday, 14 March 2006                              |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

This radio advertisement is a promotion for Cosmopolitan magazine's sealed section, featuring two young women discussing the various euphemisms males use to describe the penis. Words mentioned included: Schlong, Weiner, Doodle, Johnson, John Thomas, Willie, Woody, Third Leg, Old Fella, Pecker, Pocket rocket, Love Truncheon, One-Eyed Trouser Snake and Meat & Two Veg.

## **THE COMPLAINT**

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

*I believe the advertisement to be crude and sexist, if a similar ad was made describing common nicknames for female genitals I do not believe that it would be accepted by the wider community.*

## **THE ADVERTISER'S RESPONSE**

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

*...care was taken to ensure that the advertising reflected the pride that men have in their bodies. The words selected to be used were in no way derogatory or even overly descriptive, but rather, nicknames, common references used by men, and in some instances even "Aussie" slang.*

## **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 the advertisement primarily consists of two women reciting colloquial, slang or euphemistic references to male genitalia. The Board considered that the language in this advertisement was not derogatory or sexist in content, noting instead that the language was comprised of common language used to describe men's genitalia and was used without any intention of derision or offence.

The Board noted that the advertisement is targeted to the Cosmopolitan magazine audience, and is broadcast on Nova radio, a station which has an audience that is familiar with discussion of similar material in that station.

The Board did not consider that the use of this language in the advertisement was inappropriate nor did it consider that the language used was strong or obscene. The Board did not consider that the advertisement breached clause 2.5 of the Code. Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.