



CASE REPORT

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| 1. Complaint reference number | 76/07 |
| 2. Advertiser | 3 Click Ltd (Samclick) |
| 3. Product | Mobile phones/SMS |
| 4. Type of advertisement | Print |
| 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 print advertisement for mobile phone screen downloads features options for "sex tips, get wet & wild or naughty & fun"; "better orgasms"; "kamasutra"; "drive her wild tips" and "help him last longer".

THE COMPLAINT

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

I find this type of advertising offensive to children and I do not want to read this type of advertising either.

THE ADVERTISER'S RESPONSE

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

Please accept our apology for this inconvenience and we are ready to take out Sex tips section and all the sections that are mentioned above here.

THE DETERMINATION

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

The Board viewed the advertisement and considered whether it breached Section 2.3 of the Code dealing with sex, sexuality and nudity. The Board noted the complainants' comments that the advertisement was offensive.

The Board considered the text of the advertisements. The Board agreed that the small size of the advertisements detracted from their impact and that the sex references in the advertisements were not particularly offensive or explicit. On balance the Board agreed that the advertisement did not treat sexuality with sufficient insensitivity to warrant removal from circulation.

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