



CASE REPORT

1. Complaint reference number	81/01
2. Advertiser	Samsung Electronics Aust Pty Ltd (Mobile telephones)
3. Product	Telecommunications
4. Type of advertisement	Outdoor
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 10 April 2001
7. DETERMINATION	Dismissed

DESCRIPTIONS OF THE ADVERTISEMENTS

One of the outdoor advertisements features a man wearing only undershorts from which a mobile phone is protruding. The main caption reads ‘*Joystick*,’ with small-print captions detailing features of the N105 Joystick mobile phone.

In another advertisement, the man is shown with an underwear-clad woman behind him with the main caption reading ‘*Joystick envy*.’ In a third advertisement, the woman appears with her arms crossed over her naked breasts and with a main caption reading ‘*The joy of stick*.’

THE COMPLAINT

Comments made by complainants in relation to these advertisements include:

‘Obviously this ad is referring to a male’s penis being a joystick—how sick.’ ‘I wish to register my utter disgust at the poor taste displayed in the poster, the offensiveness of the innuendo conveyed, and the shocking equivalence suggested between the phallus and the phone.’ ‘I am offended by this because I feel that it not only demeans men, but has unnecessary sexual references with the position of the mobile phone and the caption ‘joy stick.’

THE DETERMINATION

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

After reviewing each of the outdoor advertisements, the Board determined that none contravened prevailing community standards in relation to the portrayal of sex/sexuality/nudity, nor constituted discrimination/vilification. It found that the advertising did not breach the Code and, accordingly, dismissed the complaint.