



CASE REPORT

1. Complaint reference number	85/00
2. Advertiser	adultshop.com
3. Product	Retail
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 April 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENTS

There are three advertisements in the outdoor campaign, each captioned ‘adultshop.com’ and displaying its logo, the letter ‘a’ extended to form a circle around it and ending in an arrow head. Two horns are attached to the top of the circle.

1. The advertisement is worded, ‘Moan, moan, moan. That’s all we ever hear from our customers.’
2. The advertisement is worded, ‘Online shopping just got harder.’
3. The advertisement is worded, ‘Don’t stop. Don’t stop. Please don’t stop. Don’t stop.’

THE COMPLAINT

Comments which the complainants made regarding these advertisements included the following:

‘I grant that the slogans can be considered a good play on words but I think they are totally unsuitable to be on very prominent display in places frequented by families and children, and do absolutely nothing to help maintain (let alone improve) community standards.’

‘Clearly this is not a reasonable advertisement for school busses nor for any public place, because of its strong suggestive impact and its clear message that for a good time this is the site to access.’

THE DETERMINATION

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

The Board was of the view that the wording within each advertisement did not contravene community standards in its treatment of sex, sexuality or nudity and did not breach the Code on this or any other ground. It was noted that the advertisements were presented in a humorous context, utilising double entendres that would require a reasonably mature mind to appreciate. The Board, accordingly, dismissed the complaint.