



CASE REPORT

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| 1. Complaint reference number | 94/06 |
| 2. Advertiser | Advanced Medial Institute |
| 3. Product | Professional Services |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Portrayal of sex/sexuality/nudity – section 2.3
Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 14 March 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This radio advertising campaign (Do it like an animal) consists of a variety of erectile dysfunction messages which vary slightly depending on the particular radio stations' audience. The messages contain sexual references including:

“My bloke makes love like a gorilla....it’s all over in 60 seconds” “A gorilla eats, roots, shoots, and leaves in under 60 seconds”. AMI’s Nasal Delivery Technology has turned thousands of Australian men into the best kind of pests in bed”.

“I wish you were a ferret. Ferrets can folk dance for an hour!” AMI’s Nasal Delivery Technology has turned thousands of Australian men into fabulously frisky ferrets”.

“My bloke makes love like a rabbit”. “A rabbit gets his rocks off in 5 seconds flat then he just hops off”. “Tasmanian Devils do it for hours”. ”Haven’t you heard the expression Horny Little Devil? Be a demon lover. AMI’s Nasal Delivery Technology has turned thousands of Australian men into horny little devils.”

“2006 might be the Year of the Dog, but it doesn’t mean your performance in the bedroom has to be one. If you want to play harder and longer than one, two or three minutes, call AMI for their nasal Delivery Technology. It’ll help you unleash Rover and keep you out of the doghouse. Now that’s the puppy”.

Call AMI now.... up the nose and away it goes and goes and goes...

THE COMPLAINT

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

I do not want to be confronted with penis issues...they have sound effects of sexual pleasure.

We don’t need people to add to the confusion by suggesting that if a woman doesn’t moan or a man doesn’t perform for a certain amount of time that something is wrong...

Comparing men with dogs – suggesting that the only way to satisfy your wife is with a long performance in bed...

THE ADVERTISER’S RESPONSE

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

We don't believe we are in any breach of the advertising standards.

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 product being advertised is a sexual dysfunction product. The Board noted that some of the complaints indicated concern with the product being advertised at all, rather than strong concerns about particular aspects of the advertisement.

The Board considered the advertisement and considered that the language and references were fairly harmless considering the product being advertised. The Board noted the obvious sexual references in the advertisement.

The Board did not consider that the advertisement contained inappropriate, strong or obscene language and did not consider that the sexual references were insensitive given the nature of the product being advertised.

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