

CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 18/05 |
| 2. Advertiser | Jamba! GmbH (Jamster - frog) |
| 3. Product | Telecommunications |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 February 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features an animated frog, its genitalia is visible.

THE COMPLAINT

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

“The graphics of the “Freaky Frog” depict human male sexual organs and the graphics are highly offensive to me and my family.”

“What I found offensive is that the frog has visible male genitals/male sexual organs.”

“This commercial targets and attracts youth and is inappropriate for the time of day it is being shown.”

THE ADVERTISER’S RESPONSE

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

“We strongly oppose the accusation that this commercial breaches Section 2 of the AANA Advertiser Code of Ethics. We believe the Crazy Frog commercial is not offensive or inappropriate in any way and regret to hear that viewers have made complaints, citing the commercial as sexually explicit and damaging to children.”

“In any case, we have produced a “censored” version of the crazy frog commercial, where his genitals are blocked out with a “censored” sign. This version will replace the current version on air on all regional free-to-air channels and cable channels.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex, sexuality & nudity.

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