



Case Study

Sex, sexuality and
nudity



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Sex, sexuality and nudity - Section 2.4 of the AANA Code of Ethics

What did the ad include?

This store window ad for an adult store shows a cartoon image of a hand grasping a phallic shape alongside the text 'Jerk Off June'.

The store window was visible to a broad audience.



This ad has been recreated for training purposes.

What did the complainant say?

“The display of a sign with a hand holding an ejaculating penis is graphic public obscenity. This ad is displayed opposite a school and children should not be exposed to these things. On a public street, parents like me are not able to protect our children from graphic sexual material.”

What did the advertiser say?

“The poster has the playful alliteration of “Jerk Off June” with a description of our sale offer and an almost open hand holding the top of a long pink shape (a somewhat phallic shape, but not an actual penis as that is 100% crossing the line and we wanted it to be as non-penis like as possible). We believe that the signage was not “graphic sexual material” at all, and this case should be dismissed.”

What did the Community Panel say?

The Panel considered that the ad was a cartoon depiction of a person ejaculating and that this would be considered overtly sexual. The Panel considered that the overtly sexual depiction was not appropriate in a store window where it could be viewed by a broad audience. The ad breached Section 2.4 of the AANA Code of Ethics.

More information



[Ad Standards sex, sexuality and nudity webpage](#)



[Read full case report \(0135-23\)](#)