

# **Case Study**

Sex, sexuality and nudity



# Case study

## 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."

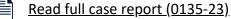
### What did the Community Panel say?

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

