



CASE REPORT

1. Complaint reference number	314/06
2. Advertiser	Sexpo Pty Ltd
3. Product	Sex services
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 12 September 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This outdoor billboard features a head and shoulders photo of blonde woman apparently topless, but with breasts obscured and with text including “Sexpo. Real Sex in the City. See Master Penis Puppeteer! Alan Length. Ride the Gerbil sex train at Sexpo. California Exotic Novelties” and details of the exhibition dates and venue.

THE COMPLAINT

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

This public advertisement of this pornography and prostitution exhibit with the slogan “Health sexuality and lifestyle” leads one to believe that it offers more than debauched strip shows and explicit sexual material for sale.

I am particularly concerned about children who might see it and think that because it is advertised so prominently that the consumption of pornography is widely accepted and practiced in mainstream Australian culture.

THE ADVERTISER’S RESPONSE

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

The ad features no images that are explicit, nor does it contain any provocative text. The exhibition contains only performances and items for sale that are legal in New South Wales .

I do not believe the billboard breaches the advertising code of ethics in any way.

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 part of the complainant’s concern related to the fact that the product – a sex related expo- was advertised at all. The Board noted that advertisers have a right to advertise their products, provided that such advertising is in accordance with the Code.

The Board noted that the image of the woman pictured in the advertisement had the woman’s breasts covered, showed only her head and shoulders and was not inappropriately sexual. The Board considered that the images in the advertisement were not explicit or inappropriate.

The Board considered also that the language used in the advertisement was not inappropriate –

containing references to the exhibits at the Expo, but doing so in a manner that did not feature obscene or strong language.

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