



## **CASE REPORT**

1. Complaint reference number	324/06
2. Advertiser	Sexpo Pty Ltd
3. Product	Sex services
4. Type of advertisement	TV
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 television advertisement features a 60-ish woman drinking a cup of tea and advising “Sexpo may not be your cup of tea” followed by scenes of a scantily-clad woman and males dancing, intimate underwear, pole dancing etc. The woman continues “But then again, it may be” as she joins a young couple and enters the exhibition. A voiceover announces “It’s Sexpo, the health, sexuality and lifestyle exhibition. If it’s adult it’s at Sexpo”.

## **THE COMPLAINT**

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

*My grandchildren want to know can they go to sexpo and what is it.*

*I consider the name offensive and just another sign of the degradation of society, a continual erosion of morals and stealing the innocence of our children.*

## **THE ADVERTISER’S RESPONSE**

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

*The ad in question was factored by CAD and given a PG rating.*

*I do not believe the ad or time slot 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 considered that the references to the Expo’s content were not offensive and that the language and tone of the advertisement did not contain sexually explicit or otherwise inappropriate material.

The Board considered that the use of the word ‘sex’ in the context of the advertisement was not strong or obscene or inappropriate to an advertisement regarding an Expo of the sort advertised.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the

complaint.