



CASE REPORT

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| 1. Complaint reference number | 368/04 |
| 2. Advertiser | Pickwood Lodge |
| 3. Product | Other |
| 4. Type of advertisement | Outdoor |
| 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 is a print advertisement which states “Sex, Chocolate and Flowers not required. Pickwood Lodge.”

THE COMPLAINT

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

“It concerns me because children can read it and be exposed to its message without understanding what it means. The billboard’s portrayal of sexuality is inappropriate for a prominent community location, and children may be distressed by it, or at the very least find it takes away their innocence about human sexuality”

THE ADVERTISER’S RESPONSE

At the time of preparing this case report, the advertiser had not submitted a response to the complaint/s regarding this advertisement.

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.