

COMPLAINT NUMBER	17/176
COMPLAINANT	E Tait
ADVERTISER	Peaches & Cream Adult Stores
ADVERTISEMENT	Peaches & Cream Adult Stores, Radio
DATE OF MEETING	6 June 2017
OUTCOME	No Grounds to Proceed

Advertisement: The Peaches and Cream radio advertisement makes a play on GST by calling it "guaranteed sexy times." The advertisement promotes a 15% discount for all "toys lingerie and DVD's".

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, E Tait, said: The advertisement for peaches and cream "guaranteed sexy time" is inappropriate to be played at this time, it's right when I pick up my child from school, and I have him asking if we can go look at their "toys" they have for sale.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4 and Rule 5.

The Chair noted the Complainant's concern that the advertisement should not be broadcast at times when children are likely to hear it like school pick-up time.

The Chair was advised the advertisement had been scheduled to play between 9am and 3pm with the intention that it not be broadcast during generally accepted school run hours. The Chair noted that some schools finish earlier than 3pm and encouraged the Advertiser and the Media to consider this when scheduling advertisements with adult entertainment content.

While acknowledging the Complainant's concern about the timing, the Chair said the advertisement was not graphic or salacious in nature. While the references made in the "toys" engaged the attention of a child, it was unlikely that the true nature of the advertisement would be understood by children.

The Chair said, taking into account generally prevailing community standards and the effort made to avoid times when children would be likely to hear it, the advertisement was not likely to cause serious or widespread offence. Therefore, it had been prepared with a due sense of social responsibility and was not in breach of Basic Principle 4 or Rules 4 and 5 of the Code of Ethics.

Accordingly, the Chairman ruled that there were no grounds for the complaint to proceed.

Chair's Ruling: Complaint **No Grounds to Proceed**