

Dear Ann

Please see our responses below for the questions taken on notice.

1. The OMA did not make a submission to the 2008 inquiry. In response to the inquiry, the self-regulatory system that our members are governed by was amended as follows:
 - a) The AANA amended the AANA Code of Advertising and Marketing Communications to Children to include a direct prohibition against the sexualisation of children and a ban on the use of sexual imagery in advertising directed to children.
 - b) One of ASB's responses was to conduct research into community perceptions of sex, sexuality and nudity in advertising. The OMA's CEO was one member of a 5-person Consultative Group which provided advice around the research brief, appointment and findings – the other members included former Victorian Senator, Lyn Allison, who was a member of the 2008 senate inquiry. The research revealed that the ASB Board was generally in line with community standards, but that in relation to outdoor advertising the Board was less conservative than the wider community. The Board then adjusted their standards accordingly and this is reflected in their determinations which always take into account the broad audience that views outdoor advertising.

The industry takes the community concerns into account, and this is clearly reflected in the accuracy of the industry's judgements – 99.98% of the time industry ads comply with AANA Codes. The internal review procedures are therefore working very well and the industry's compliance is practically unquestionable.

In response to the 2008 inquiry, the OMA, the AANA and the Advertising Federation of Australia also issued an Advisory Paper Checklist to provide creative agencies with guidance around outdoor advertising (attached).

As outlined in our opening statement at the public hearing, the OMA recognises that we need to further educate our members about issues to do with sex, sexuality and nudity in advertisements. For example, we have already started providing guidance to members in our monthly newsletters (attached). As a result of the inquiries and the concern over the small number of breaches, the OMA also intends to conduct annual training for all our members to provide further guidance for their internal review teams. We anticipate that the ASB, the AANA and the Communications Council will contribute their skills and knowledge to this training. While we are not aware of any perfect system with no complaints and no breaches, we are still keen to reduce the 0.02% of advertisements (7 out of 30,000) that were in breach of the Codes in 2010.

2. The Calvin Klein ad was installed at two sites in NSW (Kings Cross and Botany) from 10 September and was taken down on 9 October. It is correct that this is when they were scheduled to come down.

By way of contrast, the Aussie Boat Loans ad that was featured in the February 2011 newsletter (attached) was due to come down on 13 September 2011. However it was taken down on 18 February 2011 after notification from the ASB on 11 February 2011. It is simply not correct to argue that by the time a complaint is processed the advertisement will have run its course anyway.

More importantly, once an adverse finding has been made by the ASB, the advertisement cannot be re-posted at another time/place – and indeed no advertisement has been.

3. APN Outdoor posted the Sprite and Bardot ads. The ASB has advised that it will respond to the further issues raised in this question, as they have access to the relevant information.

Please let me know if you need anything further.

Regards

Linda Black
Senior Policy Adviser
Outdoor Media Association



Outdoor Advertising Advisory Paper and Checklist

Guideline Reference Points—All Media

Attention is drawn to the industry's overriding guideline in matters of taste and decency in advertising material and content - *The AANA Advertiser Code of Ethics*. Where necessary, agencies should also refer to specific industry codes such as the Alcohol Beverages Advertising Code; the Therapeutic Goods Code; and the Weight Management Industry Code of Practice in the preparation of content.

When preparing outdoor material, advertisers and agencies should also be aware that there may be government authorities (eg road transport or railways) involved, and that they may have specific requirements for approving copy. This possibility should be discussed with the relevant supplier.

It is the shared view of our associations that if advertisers and their agencies abide by the guidelines of these Codes, they will avoid offending against current community standards in all areas of taste and decency, through all modes of advertising.

In considering public complaints, the Advertising Standards Board reviews advertising content—visuals and words—against specific sections of the AANA Advertiser Code of Ethics, effectively providing independent arbitration on what constitutes current community standards. It follows that prior consideration of proposed advertising material, employing the same benchmarks, should serve to protect advertisers and agencies from costs to their brand images as well as the cost and inconvenience of having to remove material which is unacceptable.

While decisions by the ASB cannot always be predicted, they are a reflection of its composition, which is representative of a cross section of the wider community. Reference to the *AANA Advertiser Code of Ethics* will, however, indicate most instances where a complaint is likely to inspire debate. Where it is anticipated that advertising material could cause public concern, reference to past ASB decisions is recommended. This information is available from the *Advertising Standards Bureau*.

It should be noted that, an ASB rejection of a public complaint against a particular advertisement does not provide automatic protection against public criticism. Complainants may seek alternative avenues by which to air their opinions, including the general news media and through appeal to the Human Rights and Equal Opportunity Commission.

It is not the intention of our associations to curtail creativity in the increasingly competitive realm of commercial messaging, nor to allow any form of censorship on rights to the freedom of commercial speech. However, in the cause of being responsive to community concerns, a prudential approach is recommended.

Prudential Guidelines—Outdoor Advertising

Typically, public concerns about taste and decency in advertising—or, at least, widespread media coverage relating to such concerns by some members of the public—relate to material carrying sexual connotations or seen as demeaning to women. The location of such material in relation to inappropriate audiences has also caused concern.

Self-regulation could be placed at risk if there was a perception, valid or otherwise, that the industry is not interested in addressing concerns raised by the public about advertising standards.



Whether employed alone or as part of a multi-media campaign, outdoor advertising is in all instances open to general exhibition. Therefore careful consideration should be given to the choice of content.

Particularly where outdoor advertising is located in close proximity to schools and shopping centres, it should meet established AANA *Guidelines for Advertising to Children*, as well as all relevant provisions of the AANA *Advertiser Code of Ethics*.

Checklist

The AANA and AFA advise their members to employ the following checklist to ensure a prudential approach to outdoor advertising.

Check intended [graphic and text] content against all provisions of *The AANA Advertiser Code of Ethics*;

If the content is likely to prove contentious or is otherwise anticipated to prompt public complaint, check against previous decisions by the *Advertising Standards Board* based on prevailing community standards;

Check the provisions of relevant industry codes: the Alcohol Beverages Advertising Code; the Therapeutic Goods Code; and the Weight Management Industry Code of Practice.

Check content [graphic and text] within the context of intended outdoor location(s), giving consideration to potential audiences and possible sensitivities;

Check with relevant supplier to establish whether there is any government authority which may have specific requirements;

Particularly where locations are likely to attract the attention of children, check against the *AANA Principles and Advisory Notes on Advertising to Children*;

Before final sign-off, assess any potential risk —

To brand image

To company reputation

To industry self-regulation

“OUTDOOR ADVERTISING”

For the purpose of this Advisory Paper, ‘Outdoor Advertising’ is intended to include traditional outdoor media, such as 24 & 6 Sheet Billboards, Spectaculars, Supersites; Transit – Buses, Trams, Taxis, Mobiles & Airport Internal Displays. Street Furniture including Bus Shelters.



Inside Outdoor

Providing news and analysis on the Australian outdoor media industry

February 2011

MOVE celebrates its first anniversary

The Board of MOVE (Measurement of Outdoor Visibility and Exposure), met recently to mark the first anniversary of MOVE's launch, which has been one of the drivers in the exceptional year the industry has enjoyed.

Twelve months on from the launch of its audience measurement system, the Out-of-Home industry in Australia is looking better than ever ending 2010 posting a healthy 19% increase on net revenue year-to-date, up from \$400 million in 2009 to \$477 million in 2010.

"Last year was an excellent year for the industry and we can't help but attribute some of that success to MOVE," said MOVE/OMA CEO, Charmaine Moldrich, "providing media agencies with a transparent and accountable audience measurement tool has meant that the industry is now a more attractive media option for advertisers than ever before."

MOVE is building fast with more than 1600 registered users and 28 agencies with logins, including the top ten spending agencies on Out-of-Home. Every day around 15 users from eight to 10 different agencies access the MOVE system and this number is sure to increase as the industry grows.

"MOVE has simplified the planning and buying of Out-of-Home media," Ms Moldrich said, "Before MOVE, advertisers relied on market research or on traffic and pedestrian counts to demonstrate reach and frequency."

The response from the industry has been overwhelming with MOVE being embraced positively by media buyers and advertisers alike.



Standing left to right: John Tyquin (Joint Managing Director GOA), Brendon Cook (CEO oOh!media), Charmaine Moldrich (CEO MOVE/OMA), Steve O'Connor (CEO JCDecaux). Sitting left to right: Steve McCarthy (CEO Adshel & MOVE/OMA Chairman), Richard Herring (CEO APN Outdoor), Mike Tyquin (CEO EYE). Absent: Brad Bishopp, Managing Director of Bishopp Outdoor Advertising.

"There have been a lot of believers of this channel in our industry for many years, and finally we have the numbers to back up those beliefs," said Bruce Mundell Director, The Exchange, Mindshare Sydney, "MOVE provides data which makes it possible for us to compare channels with similar spends, and this data paints a very good picture that Out-of-Home reaches a broad audience. This, in turn, creates comfort with our clients that Out-of-Home will create a return for their business."

At its recent meeting the Board endorsed further investment in MOVE. Chairman of the OMA and MOVE Steve McCarthy said, "We are not content to rest on recent accomplishments, and following agency feedback, additional software enhancements will be released throughout 2011 giving more functionality to the system."

Mr McCarthy went on to say, "we want to continue to provide the highest quality service to all users by maintaining the integrity and accuracy of data published, and ensuring the system remains accessible, relevant and user-friendly."



OMA staff interview

Rosemary Roberts, Office Manager



What's your background?

I'm not sure whether my passions have shaped my background or my background has shaped my passions, but I've worked for the RTA as Training Manager for Motor Registries, as an OHS Operations Manager for a national consultancy company, and for the Australian Reptile Park organising reptile shows for schools. I grew up on the NSW Central Coast and love the beach and lifestyle I have living now at Terrigal, although I miss the restaurants and cafes of the inner city.

Describe a typical day.

As Office Manager for OMA I try to assist all staff members achieve their goals and ensure the smooth running of the office. Some days are busier than others, but I'm lucky to be able to work from home one day per week to give me a break from the long commute to work. Soon I'll be moving into the role of Membership Manager where I can get more involved in membership matters such as organising members' events and MOVE training. After five years as Office Manager I'm looking forward to these new challenges.

What do you enjoy about your role?

Definitely chatting to members and giving them value for their membership fees.

You're a keen gardener. What's the secret to growing the perfect cucumber?

It's a battleground out there, constantly staying vigilant against caterpillars, possums, birds, and anything else that wants to eat my fruit, vegies and herbs! I don't mind sharing a bit, but when the birds eat all my lemons, the possums eat my figs, and the caterpillars massacre my rocket I get very annoyed!



You're also very good at recommending wines. What would you choose to complement my favourite meal of Sunday lamb roast with all the trimmings?

Easy, a Hunter Valley Cab Sav. My favourite winery is Marsh Estate on Deasys Road. They don't irrigate so the fruit flavour of the wines is really intense. Of course, it's all just an excuse to support the smaller winemakers and drink more wine! I'm slowly picking off all the wine regions of Australia on my holidays, and am now looking forward to tasting Spanish wines later this year.

New member

The OMA is pleased to welcome SeeMedia as a new Media Display member. Based in Double Bay, Sydney, SeeMedia displays advertising on fuel nozzles in over 750 petrol stations across the country.



Positions vacant at the OMA

The OMA/MOVE is recruiting two positions, Office Manager and MOVE Database Manager.

Office Manager

The Office Manager is instrumental in ensuring the OMA office runs smoothly. Responsibilities include financial management, human resources and CEO support.

MOVE Database Manager

This position will assist MOVE's Research Manager in maintaining and developing the industry's audience measurement system.

For more information or a full position description of either vacancy please contact Rosemary Roberts on 02 9357 9900 or rosemary.roberts@oma.org.au

OMA member staff movements

EYE



Chris Rice has been appointed EYE state sales manager for Queensland. Rice joins with over 15 years experience in brand and retail categories across agency and direct media sales markets in both Sydney and Brisbane. He has also worked for

Australian Radio Network and Austereo where he held various roles in online and traditional media sales. He replaces Angela Neville.

TorchMedia



TorchMedia has appointed Andy Gilroy as NSW sales director. Gilroy joins from EYE where he was national sales manager at EYE Shop Australia and New Zealand since 2007. Gilroy started his media career in television in the UK with ITV, then spent

time at Mindshare in Australia before heading back to the UK where he worked for Viacom and Maiden Outdoor. He then relocated permanently to Australia where he was client strategist for Australian Radio Network.

State round-up

An OMA regulatory affairs update

FEDERAL PARLIAMENTARY INQUIRIES

The OMA is making submissions to two parliamentary inquiries into outdoor advertising and has met with several Senators and Members of Parliament to discuss the issues. To read the OMA's submission to the House of Representatives click [here](#).

NSW

Review of SEPP 64

The OMA continues to negotiate with the Department of Planning and the Roads and Traffic Authority in relation to the provisions of SEPP 64, particularly as they relate to Electronic Static Displays.

QLD

It is not clear at this stage which, if any, of the projects that the OMA has been working on in Queensland will be delayed due to the recent floods.

Guide for advertising signs on state-controlled roads

The OMA has requested further reductions to the restriction distances suggested by the Department of Transport and Main Roads.

The Department has provided the OMA with its draft guideline on electronic signage, and the OMA is preparing a submission in relation to this.

Brisbane City Council (BCC)

The OMA has made a submission to BCC that provides a practical alternative approach to assessing signage applications.

VIC

VicRoads

The major issues in Victoria appear to be the upgrade of the M80 Ring Road and vegetation management around existing signs. The OMA is in ongoing discussions with VicRoads in relation to these issues.



Regulatory tips

Creative Content Issues

The Advertising Standards Board recently upheld a complaint about an Out-of-Home advertisement that featured the torso of a woman in a bikini, and the phrase "Boat loans should be this good." The complaint alleged that the advertisement was degrading to women and dehumanised the model's body because her face was not featured.



The Board found that the advertisement objectified women to the point that it was discriminatory, because:

- there was no relationship between the woman in the bikini and the service being advertised; and
- the model did not feature a head or identity, and the text accompanying the image suggests that a boat loan should be as good as a woman's body.

The advertiser has been asked to remove the advertisement, as the Board found it breaches section 2.1 of the AANA Code of Ethics, relating to discrimination. The advertisement has been removed following this determination.

It appears that the Board may have accepted the advertisement if, for example, the model in a bikini had been featured on a boat (which is relevant to the boat loan company) and if her face had been visible.

TIPS:

Where a model in an advertisement is scantily clad, it may be wise to look at the issues below before accepting the advertisement:

- is the (scantily clad) model relevant to the product being advertised; and
- does the advertisement focus on more than just the model's body?

If in doubt about whether an advertisement is in breach of the AANA Code of Ethics, err on the side of caution or contact the OMA for advice.

Out There

Local

Creative juices

oOh!media and ad agency DDB Sydney worked together recently to create a hand painted work of art for client Golden Circle.

The campaign suspended an artist 15 metres off the ground over four days on oOh!'s Taylor Square billboard in Darlinghurst. The event capped off an extensive 12 week outdoor campaign and resulted in a painting as unique as Original Black Label Juice.



Someone's out there creative

oOh!media helped RAC target families making the car journey from Perth to Bunbury over the holiday season. The billboard featuring a flying saucer extension reminded holiday travellers they can rely on the RAC if they break down, no matter how far from home they are.



International

Shoppers hear voices, go bananas

To convince people to buy their fair-trade bananas, All Good used a new audio-spotlight to act as the consumer's conscience.

Unlike a regular speaker, the device emits a narrow high frequency beam of sound which can only be heard by one person at a time. The shopper's 'inner voice' sought to convince them to do the right thing and buy the fair-trade bananas in front of them. View the persuasion in action [here](#).



Cosy commuters

Caribou Coffee recently transformed Minneapolis bus shelters to promote their new hot breakfast sandwiches. In freezing conditions, commuters were able to warm themselves up in 'ovens' complete with coils emanating actual heat and read all about Caribou's latest menu selection.



Inside Outdoor

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March 2011

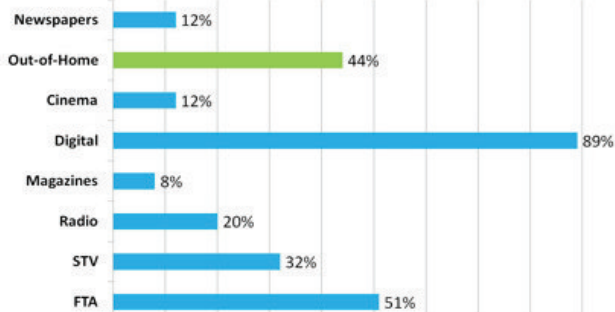
Out-of-Home performs well in media agency survey

A recent study carried out by Media i has revealed encouraging statistics about media agencies' attitudes towards Out-of-Home (OOH). The survey questioned 566 media agency personnel and 95 media owner sales staff and found that in their opinion OOH continues to perform admirably on most metrics. In particular, a significant percentage of respondents believed OOH to be a media that:

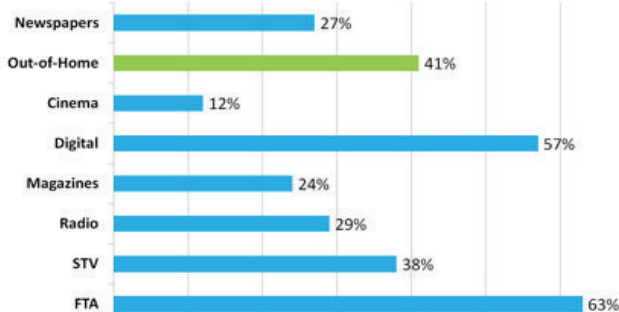
- changes with the times
- keeps them updated with information on itself
- delivers results

A selection of the results can be seen below. The full results and a market report can be obtained by contacting Media i.

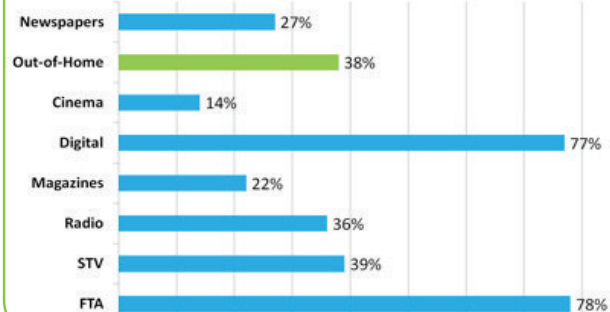
A media that's changing with the times



A media that keeps us up to date with information on itself



A media that delivers results



Source: Media i Industry Survey

Cooch Creative wins OMA sponsored award

Cooch Creative, Perth recently won Best Outdoor at the Campaign Brief WA Awards for its work for SunSmart. The creative reminded beach goers of the dangers of too much sun but also helped them to protect themselves with free sunscreen built into the advert.

The winner was announced by Charmaine Moldrich, CEO of the OMA who commented, 'This is a great example of how to use Out-of-Home creatively. It's a simple advert with an interesting twist. Congratulations to Cooch and all the finalists who produced work of such a high calibre.' The finalists were the Brand Agency for their work for RAC Insurance and RAC Roadside Assistance and Marketforce for Fonterra Iced Coffee.



Paradise Outdoor supports Queensland tourism

Townsville-based OMA member Paradise Outdoor is donating a six month, \$17,000 billboard campaign to tourism bodies in the area to help recapture the drive market. Tourists driving past the centres of Mission Beach, Tully and Cardwell will be asked to think again with a billboard campaign reminding them that the area is open for business. Paradise Outdoor sales director Mitch James said the company was proudly North Queensland owned and felt strongly about helping the region in its recovery efforts. The signs will be erected north of Ingham and south of Innisfail later this month.



2010 Top Out-of-Home advertisers

Below are the top 20 advertisers and advertising categories for 2010. Big increases have been seen from the NSW Government, McDonald's and Woolworths over the previous year. NSW Government top the list of total spend with \$15.1M which was 151% up on the previous year. Woolworths' big increase in spend has contributed to making retail the number one category. These lists along with other facts and figures is available on our [website](#).

	The Top 20 Advertiser Groups/ Advertisers in Out-of-Home 2010	Out-of-Home		
		\$M	YoY%	Sh%
1	Government NSW	15.1	151	18.6
2	Coca Cola Amatil (Aust) P/L	12.9	39	33.1
3	Telstra Corp Limited	12.8	-9	10.7
4	Lion Nathan National Foods	12.2	116	21.2
5	McDonalds Family Restaurants	10.3	127	13.8
6	Government Victoria	9.3	10	9.0
7	SingTel Group	9.2	43	11.4
8	Vodafone Hutchison Australia	9.2	35	14.4
9	Nestle Australia/L'Oreal	8.8	14	7.2
10	American Express Int Inc	7.9	18	18.2
11	Unilever Australia	7.9	15	9.8
12	Village Roadshow Group	7.6	27	11.6
13	Government Queensland	7.3	25	11.9
14	Fosters Group Limited	7.1	4	23.2
15	Woolworths Limited	6.7	257	4.0
16	Virgin Blue Airlines P/L	6.5	16	30.8
17	Commonwealth Bank Australia	5.7	2	7.4
18	Government Commonwealth	5.7	-21	5.0
19	Wesfarmers Limited	5.4	36	2.3
20	Sony Australia Pty Ltd	5.4	22	11.8

Source: The Nielsen Company

	The 20 Top Advertising Categories in Out-of-Home 2010	Out-of-Home	
		\$M	Sh%
1	Retail	54.5	2
2	Finance	45.7	7
3	Entertainment & Leisure	42.6	6
4	Communications	35.0	10
5	Motor Vehicles	34.8	3
6	Travel/Accommodation	32.8	6
7	Government	30.7	12
8	Beverages-Alcoholic	29.9	27
9	Beverages-Non Alcoholic	27.3	17
10	Media	24.3	9
11	Food	24.0	6
12	Insurance	13.1	5
13	Appliances Home & Outdoor	12.4	5
14	Clothing & Accessories	12.3	11
15	Pharmaceutical	11.8	5
16	Real Estate	9.1	2
17	Services	8.2	3
18	Toiletries/Cosmetics	8.1	3
19	Computers	7.6	11
20	Education & Learning	7.5	7

Source: The Nielsen Company

OMA staff interview

John Gandar, MOVE Project Manager



What's your background?

I started working life as a Town Planner. Planning research then led to market research and I've spent 25 or so years doing this. I've been lucky enough to work here and in many countries around the world on a range of projects and clients covering media, financial services, fast foods, automotive and so on. My current responsibility is project managing the next developments for MOVE.

What do you enjoy about your role?

Having worked in a number of media categories MOVE has to be one of the best and most exciting systems I've seen. It has huge potential. Plus media never sleeps so there's always something happening.

You're a big music fan. What's the best gig you've been to?

The best ones you don't always or want to remember, however a year or so ago we went to see Rene Geyer at The Basement. We must have been the first to book because we had the table just in front of the stage. She was fantastic – some old songs, some jazz and a couple of new ones and we were so close it felt like she was singing to us.

You're also a car enthusiast?

Yes, I love racing cars, both big and small. I'm a big kid at heart really.

So is there a dream car you'd love to own?

Eleanor, the Mustang GT from Gone in 60 Seconds please. Not as classy as an old Ferrari, nor as comfortable as an old Jaguar and not as precise and driveable as a BMW but for sheer horsepower and 'notice me' looks nothing beats it.



New member

The OMA is pleased to welcome Anitech as a new member. Anitech is a consumables and equipments supplier for the sign graphics and outdoor industry. With their head office in Rydalmere, NSW they also operate in Queensland, ACT, South Australia, Western Australia and Victoria. To find out more visit Anitech's [website](#).

OMA member staff movements

Adshel



Sandra Claux has joined Adshel as Marketing Project Manager. Adshel Marketing Director Elvira Lodewick said of her appointment, 'Sandra brings outdoor experience from Clear Channel (a part owner of Adshel) where she worked across the Peru and Chile business. She will

be responsible for Adshel brand and marketing activities for the Australian market and will lead the marketing team.'

JCDecaux



JCDecaux have announced Essie Wake as Head of Marketing, in a newly created role within the company. Since 2000, Wake has worked for Initiative across account management, research and media strategy. In her new role, Wake will be

responsible for the development of all JCDecaux marketing, research and communication strategies.

Max Eburne, General Manager of Sales and Marketing stated, 'We're thrilled that Essie is joining us. The OOH industry has taken giant strides in recent years to become a fully accountable medium. The extensive knowledge that Essie has gained in over 10 years at Initiative will prove extremely beneficial in ensuring that we continue to promote the strategic relevance of JCDecaux within the media marketplace.'

EYE



EYE has recently appointed Alastair Bannerman as its Global Marketing Director. Bannerman comes from a media agency background having gained experience at Carat and ZenithOptimedia. His most recent role was with Starcom MediaVest Group in the position of Chief Client Officer.

Alastair will commence with EYE in May and comments, 'I am delighted to be joining EYE and look forward to leading the development of a media brand with a rapidly expanding global footprint. Having worked at agencies in both London and Sydney, I hope to use my experience to full effect.'



State round-up

An OMA regulatory affairs update

FEDERAL PARLIAMENTARY INQUIRIES

The OMA has made submissions to the two parliamentary inquiries into outdoor advertising, and will appear at public hearings.

The parliamentary committees are due to report on their findings in June 2011.

NSW

Review of SEPP 64

The OMA continues to negotiate with the Department of Planning and the Roads and Traffic Authority in relation to the provisions of SEPP 64, particularly as they relate to dwell times and luminance for Electronic Static Displays.

QLD

Guide for advertising signs on state-controlled roads

The OMA is awaiting a response from the Department of Transport and Main Roads in relation to our further submission about restriction distances.

The Department has provided the OMA with its draft guideline on electronic signage, and the OMA is seeking industry input in relation to this.

Brisbane City Council (BCC)

The OMA has made a submission to BCC that provides a practical alternative approach to assessing signage applications.

VIC

VicRoads

The major issues in Victoria appear to be the upgrade of the M80 Ring Road and vegetation management around existing signs. The OMA is in ongoing discussions with VicRoads in relation to these issues.

Regulatory tips

Sex, sexuality and nudity in advertisements

Under the OMA Code of Ethics, all members must comply with the Australian Association of National Advertisers (AANA) Code of Ethics. The OMA is pleased to report that out of more than 30,000 different advertisements displayed by OMA members in 2010, only seven were found to be contrary to the AANA Code of Ethics. Of these, the most common issue was with section 2.3 of the AANA Code of Ethics, which requires advertisements to 'treat sex, sexuality and nudity with sensitivity to the relevant audience.'

The Advertising Standards Board will always consider an outdoor advertisement in the context of the broad audience that will view the advertisement – being adults and children in all sections of the community. Therefore, advertisements must treat sex, sexuality and nudity with sensitivity towards this broad audience.



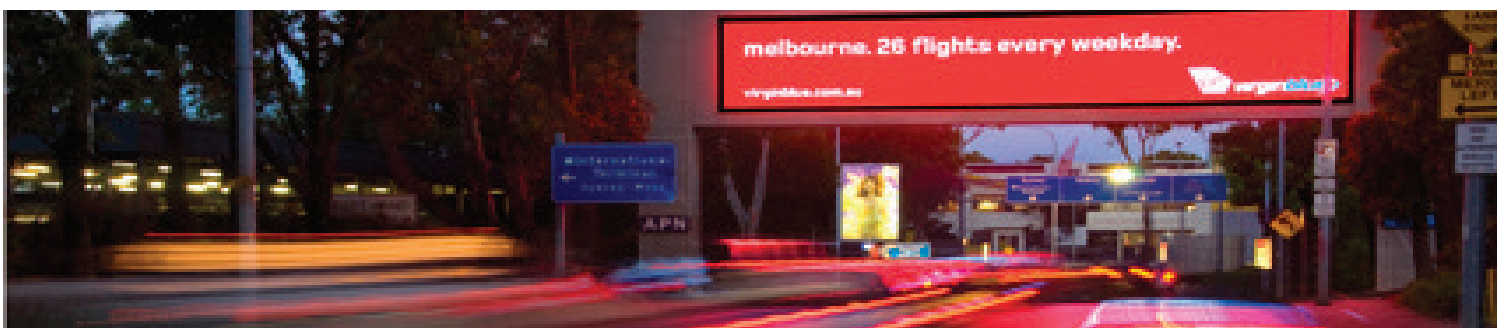
The above billboard advertisement was banned in 2010 by the Advertising Standards Bureau who felt the image was highly sexualised because two of the models were motioning to pull their bikini bottoms down.

In order to promote advertisements that are in line with section 2.3 of the AANA Code of Ethics, remember these simple points:

TIPS:

In order to promote advertisements that are in line with section 2.3 of the AANA Code of Ethics, remember these simple points:

- Sex, sexuality and nudity in an advertisement should be relevant in the context of the product being advertised.
- An outdoor advertisement with highly sexualised images or strong references to sex will not be sufficiently sensitive to the broad audience that will view it.
- If you are unsure about whether an advertisement complies with the AANA Code of Ethics, contact the OMA for advice.



Out There

Local

JCDecaux brings music to the masses

JCDecaux Innovate recently helped Hyundai showcase their partnership with YouTube Symphony Orchestra. The campaign featured a specially designed stage to host live classical music performances in Sydney's Circular Quay. Daily recitals promoted the world's first online, collaborative, international orchestra whose members are gathering in Sydney for a concert at the Opera House. The event was being streamed live globally via the YouTube network.



Honest Tea

Honest Tea set up unattended tea stalls across the US to see if the public would be honest enough to pay a dollar and take a bottle of its iced tea. They then filmed the consumers with hidden cameras to see if they paid. The promotion attracted attention from both local and national media and grew the brand across the country. The most honest stand was on Wall Street with 89% of drinks being paid for and the least honest was Los Angeles 75%. Watch a case study video [here](#).



Fallen Angels

Lynx deodorant brought their Angels campaign to life at London's Victoria Station recently. The campaign is based around the idea that if you wear Lynx Excite even angels will fall for you. So when commuters came across a floor mat saying 'Look Up' they saw themselves on a big screen and were promptly joined by a virtual Lynx angel who fell to earth beside them. Some men liked the advert so much they attempted physical interaction with their new on screen mate. Click [here](#) to see a video.



International

Give a voice to the voiceless

The Zimbabwean newspaper recently ran a campaign to highlight its people's lack of voice. Posted all over South Africa the billboard features images of Zimbabwean nationals with an empty speech mark in the shape of their country's map and directs viewers to the newspaper's website. Watch the case study video [here](#).

