



## Poster pre-vetting alert

The Copy Advice Team  
Tel: 020 7492 2100  
Email: Submit a query directly to the team through  
the [online form](#)

Advertising Standards Authority  
Castle House, 37-45 Paul Street  
London EC2A 4LS  
Telephone: 020 7492 2200  
Email: [enquiries@asa.org.uk](mailto:enquiries@asa.org.uk)  
[www.asa.org.uk](http://www.asa.org.uk)

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Duration: Pre-vetting required for up to two years, subject to review  
Category: Specific  
Sent to: Outsmart members

### **MANDATORY PRE-PUBLICATION VETTING OF ALL F&P GMBH ADS PROMOTING JOYCLUB**

***Registered address: Karl-Liebknecht-Straße 12, Leipzig, 04107, Germany***

***Action: Please consult CAP's Copy Advice team before accepting for publication, all ads from F&P GmbH promoting JOYclub.***

In January 2023, the ASA [ruled](#) that a poster by F&P GmbH, promoting JOYclub, an online sex community, breached the CAP Code.

The ad featured two men and three women lying on top of each other, wearing minimal clothing. Large text superimposed in front of the face and body of one of the women said "Explore. Connect. Meet. Play." At the bottom of the ad, there was a QR code accompanied by smaller text that stated, "Explore your kinky side, connect in a safe, respectful space, meet new people and play out your wildest desires". The ad was displayed in various outdoor locations in London.

The ASA established that because the poster was overtly sexual and was displayed in an untargeted medium where it had the potential to be seen by a large number of people, including children, it was likely to cause serious or widespread offence. The ASA concluded that it was therefore irresponsible and unsuitable for outdoor display.

The CAP Compliance team has sought to contact the advertiser for an assurance to comply with the Code but did not receive a response.

***The CAP Compliance team is concerned at the advertiser's apparent disregard for the Code and asks Outsmart members to consult the CAP Copy Advice team before accepting for publication, ads from F&P GmbH promoting JOYclub.***



Please consult the CAP Copy Advice team if you are unsure about ads or the Code's requirements.