



# NET MILLIONAIRE'S FERTILITY AID GAG IS ILL-CONCEIVED

## Complaints over net advert

**A SCOTS tycoon has been cleared of trying to offend his customers by offering them a bogus gizmo that would tell them the best times to have sex.**

Four people complained to the Advertising Standards Authority about a spoof internet promotion for the "fornication optimizer".

But the watchdog agreed with multi-millionaire Shaf Rasul's argument that the advert was an obvious joke.

The ad appeared on Boffer.co.uk, a site backed by Shaf, 37, which sells cut-price electronic gadgets.

It claimed that the fornication

**EXCLUSIVE**

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optimizer would tell couples trying for kids the best times to conceive.

More than 22,000 people clicked on the joke promotion, only to be redirected to a comedy Rick Astley video and a voucher for free postage for future orders.

The complaints claimed the advert was insulting to childless couples

But Shaf, from Alloa, Clackmannanshire, pointed out that Boffer had a jokey style and often had a laugh about

its own products and customers.

He said: "We accept that the subject matter could be sensitive to a minority of readers.

"But we fully believe our target audience is technologically aware and would have been unlikely to be misled into thinking the product was genuine."

### Taste

The ASA agreed, saying: "We acknowledged that the ad might be considered by some to be in poor taste.

"But we considered it was appropriately targeted at those who, having visited the site before, were likely to be aware of the nature of its humour.

"We concluded that it was unlikely to mislead or cause serious or widespread offence."

**JOKE:** Shaf placed spoof advert on site