



CASE REPORT

1. Complaint reference number	09/04
2. Advertiser	Target Australia Pty Ltd (Bra sale)
3. Product	Clothing
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 17 February 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a group of young women, aged in their late teens to early 20's, participating in an informal game of soccer and scoring a goal. On the scoring of a goal, the team lift their shirts over their heads, revealing their upper bodies. All of the women are wearing bras.

THE COMPLAINT

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

“Surely this ad is sexual. I have never witnessed an ad like this one in family friendly viewing times. I stress never. It is a clear breach and compromise on strong standards with regards to exposure of our children to soft sex.”

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“We submit that there is no sexual reference or orientation in the advertisement, and the bras worn by the models are of a full cup style.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted that the majority of the community would find the advertisement humorous rather than 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.