



CASE REPORT

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| 1. Complaint reference number | 40/09 |
| 2. Advertiser | Target Australia Pty Ltd |
| 3. Product | Clothing |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Wednesday, 11 February 2009 |
| 7. DETERMINATION | Upheld – discontinued or modified |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement for Target's clothing range is set in a public laundromat. It shows a young man climbing out of a large commercial dryer and also a young woman climbing into a dryer. It ends with a clothing symbol spinning onto the screen and the Target logo and web address.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

Children have died in washing machines and dryers and this ad makes light of that fact and it is on when children are watching. It is ridiculous!

I object to this ad because it shows a dangerous act of getting into a dryer in the first place, this shows children that its ok to climb into dryers and play around in them, when in reality this can or could prove harmful or even death. I would like to see something done about it, I am a parent of a 5 year old and when it comes on the tv i get her out of the room as i don't want her to see the stupidity of climbing in a dryer when it is just damn right dangerous!!!

"Target" advertising targets families. Children and younger adults would be interested in this ad. The acts depicted are extremely life threatening and could be seen as "cool" or "smart" to the vulnerable people of the age group the ad is directed to. It must be axed immediately.

Under the standards listed by the Advertising Standards Bureau this falls into the category of promoting unsafe practices for children. Given that young children are very susceptible to mimicking behaviour, it would be logical to assume any children watching this may think it is okay to get into a dryer or other appliance such as a refrigerator. I felt strongly enough about the stupidity of the thinking behind this add to actually lodge a complaint. This is something I have not done in the past. I believe it is irresponsible of the people making this add to air this type of add.

This ad is a shocking example of a stupid act. The idea of children between the ages of 6 - 14 watching a grown up getting in and out of a dryer machine and thinking this is cool is pure folly. I am ashamed that Target have allowed this to be used. Has no one else questioned the stupidity of such an ad?

THE ADVERTISER'S RESPONSE

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

We refer to your recent emails regarding the complaints received by the Advertising Standards Bureau (ASS), and our letter to you dated 2 M February 2009. We wish to advise you that in this instance, Target has exercised its right of discretion and agreed to withdraw the "Live in Denim"

television commercial effective as at 5 February 2009.

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 the complainants' concerns about the depiction of people getting in and out of a clothes dryer and considered the application of Section 2.6 of the Code, relating to community standards on health and safety.

The Board considered the advertisement clearly depicted unsafe behaviour and noted it was aware of past reports in the media concerning children carrying out such behaviour, which was of obvious concern to the broader community. The Board considered this depiction was irresponsible and agreed with complainant concerns that the depiction could potentially encourage children to copy the behaviour.

The Board therefore found the advertisement was in contravention of Section 2.6 of the Code and upheld the complaints.

ADVERTISER'S RESPONSE TO DETERMINATION

Comments which the advertiser made in response to the determination regarding this advertisement included the following:

We confirm that on 5 February 2009, Target exercised its right of discretion and withdrew the 'Live in Denim' television commercial from that date.