



## CASE REPORT

1. Complaint reference number	350/05
2. Advertiser	Myer/Grace Bros (Britney Spears 'Fantasy' Perfume)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 13 December 2005
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement is executed in the style of a “fairy tale”. It tells the “Once-upon-a-time” story of: “*a goddess and a hunter who loves her and follows her through an enchanted wood*”. A tree has the words “*Britney loves Kevin*” carved into it. But when she had to leave on a “goddess world tour” (the advertisement cuts to show an aeroplane and footage of Britney on stage) the hunter “*did something crazy*”, and we see him fire a “*magic love arrow*” tipped with a suction cap at the goddess’ shoulder. She stays and they lived happily ever after.

## THE COMPLAINT

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

*“... the ad romanticises violence.”*

*“I realise the ad may be intended to be symbolic but the product itself would appeal to teenagers... who may not.”*

## THE ADVERTISER’S RESPONSE

*“We do not interpret the ‘Magic Love Arrow’ depicted as promoting violence against women or romanticizing violence, rather it is a whimsical portrayal of female fantasy and romantic love, drawing on the mythology surrounding Cupid, the god of love. The arrow does not have a sharpened tip or arrowhead attached, rather a rubber suction cap which affixes to Britney’s back in a harmless and pain-free fashion.”*

## THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the Code).

The Board noted that the arrow that was fired by the hunter at Britney’s back had a large suction cap attached to the head of the arrow. The Board was of the view that the image of the arrow with the suction cap was consistent with the ‘fairy-tale’ style execution and that the audience to whom the advertisement is directed would understand the use of fantasy. The Board further considered that the relevant audience, including teenagers, would understand the symbolism and not interpret the images as an endorsement of violence against women. The Board was of the opinion that the words spoken by the voiceover supports this interpretation.

The Board determined that the advertisement did not breach the provisions of the Code relating to violence.

Further finding that the advertisement did not breach the Code on any other grounds, the Board

dismissed this complaint.