



CASE REPORT

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| 1. Complaint reference number | 537/08 |
| 2. Advertiser | Colorado Group Ltd |
| 3. Product | Clothing |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Wednesday, 21 January 2009 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement from Colorado Group for its Williams shoe range shows young women and a young man wearing summer clothing and shoes. The background shows a tropical scene and sunset. The words 'summer 09' and 'The temperature rises' are at the right of the scene and descriptions and prices of the shoes are beneath each of the models.

THE COMPLAINT

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

The female models shown are anorexic, particularly the front page model. I have a 14yo daughter, and I don't want her thinking, in this particular stage of life, that anorexic is a viable body image. I believe that Williams the Shoemen have deliberately chosen such models to make their shoes look more "cool".

THE ADVERTISER'S RESPONSE

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

Colorado group briefed the advertising agency the target mark for this campaign was to be aged between 18 to 25 years old.

Colorado group only specified talent to look 24 – 26 in age. Nothing was specified about body shape, size or image.

Moon group (advertising agency) recommended various models for Colorado Group to select from. The selection was made from the images supplied to the Colorado Group. (Refer to 'The Talent Selection' document).

Model Simone Kerr and Emily were highly recommended by the advertising agency. Both ladies fitted the criteria of looking 24- 26 in age, had the shoe size 9 ladies (required due the sample size available) and were Australian models one with 5 yrs international experience. They were not selected due to body weight or size.

Moon Group approached Vivien's Model Management & the following comments were made:

'Simone Kerr is aged 21 years old. She has over 5 year's international modelling experience. Simone has a passion for dancing and had auditions the week of the Williams (Colorado Group) photo shoot. She had attended extra dancing rehearsals. Simone is not anorexic.'

Colorado Group followed the catalogue concept, format and images recommended by the Moon Group and did not change the artwork in any shape or form.

Please refer to the 'Summer Campaign' document and 'Catalogue Final Art' document supplied by Moon Group.

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 that the models used in the print advertisement presented an unhealthy body image and considered the application of Section 2.6 of the Code, relating to prevailing community standards on health and safety.

The Board did not agree that the models depicted in the advertisement appeared anorexic or unhealthily thin and therefore found no breach of prevailing community standards on health under Section 2.6.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.