



Case Report

1	Case Number	0072/12
2	Advertiser	Target Australia Pty Ltd
3	Product	Clothing
4	Type of Advertisement / media	Poster
5	Date of Determination	14/03/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

In-store poster showing Dita Von Teese in bra, bottom and suspenders.

THE COMPLAINT

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

This underwear is very raunchy and the actual photo of Dita Von Teese has her in a bra, underpants and suspenders and stockings. She is a well-known stripper and the pose she strikes is suggestive. I am very concerned about the sexualisation of young girls and these advertisements should be placed in a less obvious part of the store. Target is a family orientated shopping experience and I am shocked that they consider such advertising as acceptable.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

We understand the complaint relates to a poster displayed in the store entrance of a Target store. The poster shows Dita von Teese in one of her traditional poses wearing her name-sale exclusive underwear (bra and bottoms with suspenders) for Target.

The poster in question is part of the in-store promotion for a range of Dita Von Teese underwear which is exclusive to Target stores. We believe the posters, and the range of underwear, is appropriate, discrete and in-line with Target's brand values. The posters are artistic and portrays Dita as an iconic glamorous icon.

Target does not believe the poster encourages sexualisation of young girls, or contravenes prevailing community standards. Indeed the garments are not marketed to young girls, rather the Target market is women.

Target apologise if the posters and the garments have upset the sensibilities of the complainant, which was certainly not our intention. This is the first complaint regarding the poster and range that Target has received and we are surprised at the negative reaction to what we believe are beautiful images.

On the basis of the above, Target does not believe the poster contravenes Section 2 of the AANA Code of Advertising & Marketing Communications to children.

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 complainant’s concerns that the advertisement depicts a woman in lingerie in a sexually seductive pose.

The Board viewed the advertisement and noted the advertiser’s response.

The Board considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience”.

The Board noted that the advertisement features an image of a woman, Dita von Teese, wearing leopard print underwear which includes full cup bra, full brief underpants, suspender belt and stockings.

The Board noted that it was reasonable for an advertiser to depict its products being modelled in its advertising i.e. lingerie. The Board considered that the pose of the model in the image is in keeping with typical lingerie advertising and that the lingerie fully covers Dita’s private areas. The Board considered that the image of the woman is not sexualised and is not sexually seductive.

Considering that the advertisement was not a sexualized image, and that the woman is modelling the advertised product, the Board considered that most members of the community would not find the imagery offensive. The Board determined that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and that it did not breach Section 2.4 of the Code.

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