



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0194-21
2. Advertiser :	Hasbro Australia Ltd
3. Product :	Toys and Games
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	14-Jul-2021
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification

DESCRIPTION OF ADVERTISEMENT

This television advertisement depicts three boys playing with dinosaur themed Nerf guns.

THE COMPLAINT

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

My 7 year old daughter has watched the add numerous times. She said 'Why do they only show boys? I play with nerf guns and I'm not a boy.' This kind of ssexist advertising should not be allowed. Children of any gender can play with nerf guns. Don't assign a sex to toys.

THE ADVERTISER'S RESPONSE

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

Activity has aired across WC 30/05 – WC 13/06 on Channel Ten. The campaign will finish on the 14th August.



- *The total campaign consisted of 15" spots and ran across Metro TV on Nine – 9Go! & Ten – 10Shake.*
- *Clear Ads number - C8WZYTGF*
- *Ad Agency: MediaCom, Level 17, 65 Berry St, North Sydney, NSW 2060*
- *Media Buyer: Hannah Elliott*
- *Ad description: Nerf Dino Squad – Children's toy blaster*

In this ad appear boys playing with NERF blasters but this is not the only asset we use to promote the brand, we have other ads on TV, digital, social media assets, website assets and catalogues where not only boys appear but also girls. In this specific asset of DINO we use boys because they are our core target, (boys 8-12 years old). in our website, at the bottom, there are some lifestyle images where we have boys and girls for instance> <https://nerf.hasbro.com/en-au>

THE DETERMINATION

The Ad Standards Community Panel (Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the advertisement contains gender stereotypes which contributes to gender inequality and bias within society.

The Panel viewed the advertisement and noted the advertiser's response.

Section 2.1: Advertising or Marketing Communication shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.

The Panel noted the AANA Practice Note which provides guidance on the meaning of:

Discrimination - unfair or less favourable treatment

Vilification - humiliates, intimidates, incites hatred, contempt or ridicule

Gender – refer to the attributes, roles, behaviours, activities, opportunities or restrictions that society considers appropriate for girls or boys, women or men.

Gender is distinct from 'sex', which refers to biological difference.

The Panel noted the Practice Note for this section of the Code states:

"In relation to ads featuring or aimed at children, ads can be targeted at and feature a specific gender but should take care not to explicitly convey that a particular children's product, pursuit, activity, including choice of play or career, is uniquely suited to one gender or inappropriate for one or another gender. Explicit labelling of children that contrasts stereotypical characteristics in a way that reinforces perceptions of what children can or cannot be, because of their gender, is more likely to be problematic."

The Panel considered that advertisers should take care when producing advertisements that characteristics referred to in advertising should not be negatively associated with a particular gender. The Panel considered that the Practice Note was



designed to encourage advertisers to avoid using gender stereotypes in advertising and also considered that advertisers should take into account that social attitudes are evolving and the community is becoming less tolerant of gender stereotyping.

The Panel considered however that advertisers are able to target their advertising towards a particular demographic and considered that the advertisement did not refer to any child in a negative tone and did not suggest that they are only able to play with certain themed toys on account of their gender. The Panel further noted that the advertisement makes no reference to girls not being able to play with the advertised product because of their gender.

The Panel considered that the content of the advertisement did not show any child to receive unfair or less favourable treatment because of their gender, and did not humiliate, intimidate or incites hatred, contempt or ridicule of the children because of their gender.

Section 2.1 conclusion

The Panel considered that the advertisement did not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of gender and determined that the advertisement did not breach Section 2.1 of the Code.

Conclusion

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaint.