



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0298/13</b>
<b>2</b>	<b>Advertiser</b>	<b>Citroen Automobiles Australia</b>
<b>3</b>	<b>Product</b>	<b>Vehicle</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV</b>
<b>5</b>	<b>Date of Determination</b>	<b>11/09/2013</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - sexualisation of children

### DESCRIPTION OF THE ADVERTISEMENT

The TVC opens to a baby riding horse with long hair. This is a dream sequence and the baby is the man who is driving the Citroën DS3 Cabrio. When the horse stops at a set of traffic lights we see the disappointment in the baby and then we come out of the dream sequence and see the man stopped at a red light. When the light goes green he is happy to be driving the Citroën DS3 Cabrio. The tag line for the campaign is 'Escape the ordinary'.

### THE COMPLAINT

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

*The fantasy is erotically suggestive, and the use of a child, rather than adult, is disturbing. If the subject was an adult woman or man, the eroticism would be ok with me. I know sex sells but, this borders on kiddie porn.*

*I feel the depiction of the young girl riding the horse is questionable due to her age (approx 5-7) and that she is half naked.*

### THE ADVERTISER'S RESPONSE

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

*We have considered the complaints and the advertisement in question in light of the provisions of the AANA Code of Ethics (AANA Code). We note that the complaints object to the advertisement on the basis that it is "erotically suggestive" and "questionable" due to the child's age and partial nudity. We submit that the advertisement does not breach any provisions on the AANA Code including section 2.*

*The advertisement is part of a global campaign. There have been no complaints raised in relation to any aspect of the advertisement, across the world to date. The advertisement was directed by internationally renowned director Tom Kuntz, three time winner of the Best Commercial of the Year award from the Directors Guild of America.*

*The purpose of the advertisement is to convey the unique driving experience made possible by the DS3 Cabrio. The dream sequence featuring a baby riding a horse, with his long blowing in the wind, is used to represent the feeling of driving the DS3 Cabrio by evoking in the audience a sense of freedom and of being young.*

*In relation to the complaint which states that "the depiction of the young girl riding the horse is questionable due to her age (approx 5 – 7) and that she is half naked", we note that the baby featured in the advertisement is male and is clearly an infant of approximately 2 years of age. The depiction of babies of a similar age with bare chests is common place in advertising. We submit that the partial nudity of the infant is not sexually suggestive in anyway and it is not unusual that a baby will be depicted in this way in advertising.*

*In relation to the complaint which states that this advertisement is "erotically suggestive" we submit that at no point does the dream sequence state or imply that the baby is a sexual being, it does not portray him in a manner that makes him an object of sexual appeal and it does not rely on sexual appeal to sell the product.*

*The issue in question under the AANA Code is whether the advertisement "treats sex, sexuality and nudity with sensitivity to the relevant audience" (AANA Code 2.4). There is no mention of, or reference to, sex or sexuality. The idea that this advertisement sexualises children is misplaced. This is a clever and highly artistic dream sequence with evokes the senses of freedom and youth.*

*For these reasons we do not believe that this advertisement in any way breaches the AANA Code.*

## **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 advertisement depicts an inappropriate image of a child in a manner which is exploitative.

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 a young child riding a horse and that this image then changes to a young man driving a Citroen convertible. The Board considered the depiction to be computer-generated and unrealistic.

The Board noted that the image of the child riding bareback on a horse with exaggerated hair is a fantasy and considered that it is purposefully reminiscent of scenes of being carefree and enjoying life with the feeling of freedom and wind in your hair.

The Board noted the complainants’ concerns that the advertisement is inappropriate in its use of a half-naked girl. The Board considered that the most likely interpretation is that the child is the younger version of the man driving the car and is therefore a male child. The Board noted that the boy is not wearing a top and considered that the age of the child and the context of being on a beach amount to a level of nudity which is not inappropriate and does not breach Section 2.4 of the Code.

The Board noted the complainants’ concerns that the advertisement is eroticised. The Board considered that the overall theme and tone of the advertisement is fantasy and that a depiction of a male or female toddler not wearing a top and/or riding a horse is not of itself sexual or sexualised and that in the context of the advertisement the depiction of the child is not sexually suggestive or eroticised. The Board considered that the advertisement was not sexually suggestive at all and that it did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

The Board considered Section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted that the advertisement depicts a child riding a horse without a helmet and considered that the overall image is a fantasy and does not amount to a depiction which is contrary to prevailing community standards on health and safety.

The Board determined that the advertisement did not breach Section 2.6 of the Code.

Further finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaints.