



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0365-19
2. Advertiser :	Target Australia Pty Ltd
3. Product :	Clothing
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	13-Nov-2019
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.4 Sex/sexuality/nudity

DESCRIPTION OF ADVERTISEMENT

This television advertisement features still images of female and male children wearing plain t-shirts or long-sleeved shirts smiling and laughing at the start and end, and runs through logos of four of the brands included in the offer in the middle; LEGO, NERF, VTech and PJ Masks.

THE COMPLAINT

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

Ad shows children inappropriately in a sexualised manner

THE ADVERTISER'S RESPONSE

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

This is a tactical advertisement for a 20% of big brand toys offer running at Target between 19 September 2019 and 9 October 2019. The advertisement itself ran from 19 September 2019 until 2 October 2019. This 15 second ad features still images of female and male children wearing plain t-shirts or long-sleeved shirts smiling and



laughing at the start and end, and runs through logos of four of the brands included in the offer in the middle; LEGO, NERF, VTech and PJ Masks. There is a disclaimer on screen throughout the ad. A grid device is used to transition between images, logos and the offer on screen.

On review of Section 2 of the AANA Code of Ethics, it is our opinion that we have not breached any of these within the advertisement we had on air on the day of the complaint, and especially point 2.4 to which the complaint was specific. This television commercial is for an offer on children's toys. It features still images of four different children, all wearing plain shirts with sleeves of varying lengths, none of whom are being exploited in a sexualised manner. Additionally, it is not discriminatory, does not present the children in an exploitative or degrading way, does not portray violence, use inappropriate language, or depict actions that go against widely held health and safety standards. We have also determined that while this advertisement was on air on the date of complaint, it was not aired in the complainant's state, on the channel stated in the complaint, during the times specified.

There were no other advertisements by Target on air at the time and date of the complaint.

THE DETERMINATION

The Ad Standards Community Panel (the 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 features sexualised images of minors.

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

The Panel noted that Section 2.2 of the Code states:

"2.2 Advertising or Marketing Communication shall not employ sexual appeal: (a) where images of Minors, or people who appear to be Minors, are used; or (b) in a manner which is exploitative or degrading of any individual or group of people."

The Panel noted that the television advertisement features still images of four young children.

The Panel first considered whether the advertisement contained sexual appeal.

The Panel considered that the four children were depicted from the shoulders up with no focus on their bodies. The Panel considered the children were depicted with excited and happy facial expressions reflective of the toy sale being advertised, and that the children were not sexualised in any way. In the Panel's view the



advertisement did not contain sexual appeal and did not breach Section 2.2 (a) of the Code.

The Panel 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”.

Similar to the comments above, the Panel considered that the depiction of the children were not sexualised.

The Panel considered that the children were depicted in age appropriate clothing and that there was no nudity in the advertisement.

The Panel considered that there was no sexual imagery or themes in the advertisement and the children were not depicted as sexual beings.

The Panel considered that the advertisement did not contain sex, sexuality or nudity and did not breach Section 2.4 of the Code.

Finding that the advertisement did not breach the Code on any other grounds, the Panel dismissed the complaints.