



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0390/12</b>
<b>2</b>	<b>Advertiser</b>	<b>Target Australia Pty Ltd</b>
<b>3</b>	<b>Product</b>	<b>Clothing</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV</b>
<b>5</b>	<b>Date of Determination</b>	<b>10/10/2012</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

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

### DESCRIPTION OF THE ADVERTISEMENT

television advertisement for a range of intimate apparel available at Target stores

### THE COMPLAINT

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

*The advert is of inappropriate content for the timeslot allocated. We do not need to see a pulled back shot of a woman in natural tone briefs bent over a bathroom sink.*

### THE ADVERTISER'S RESPONSE

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

*We refer to your letter dated 20 September, regarding a further complaint received in relation to a lingerie television campaign Target Australia Pty Ltd (Target) has recently conducted.*

*Target does not consider the advertisement to breach any part of Section 2 of the AANA Advertiser Code of Ethics (the Code) or the AANA Code for Advertising and Marketing Communications to Children (the Children's Code).*

*Target submits that the advertisement does not fall within the definition of an "Advertising or Marketing Communication to Children" as set out in section 1 of the Children's Code. The*

*advertisement is not primarily directed to children aged 14 years or younger and is not an advertisement for a product which is targeted toward or has principal appeal for children. The relevant sections of the Code provide as follows:*

*2.2 Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.*

*2.4 Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience.*

*The complaint describes the advertisement as “inappropriate content for the timeslot allocated” and “We do not need to see a pulled back shot of a woman in natural tone briefs bent over a bathroom sink”.*

*We respectfully disagree with the complainant. We consider the advertisement to be appropriate and in line with Target’s brand values. The target market for the advertising is women and the main message is that the Target range of underwear is suitable for women of all shapes and sizes in a variety of situations.*

*We note that the advertisement was provided with a CAD rating of PG and has only been displayed to the public in accordance with that rating in an appropriate timeslot from the evening of Sunday, 12 August.*

*We submit that it is both necessary and reasonable to depict our products being modelled in the manner intended in the advertisement. As the campaign is for lingerie, this means showing women wearing underwear. We do not consider that the advertisement sexualises or objectifies women - quite the opposite, we show confident women of all shapes and ages, in their own environments wearing Target underwear.*

*We consider that the advertisement is appropriate for and reflective of our target market and would not offend the sensibilities of the general public within the context of an advertisement for lingerie.*

*We note that section 2.2 of the Code prohibits the use of sexual appeal in a manner which is “exploitative and degrading”. We submit that the images in the advertisement are in keeping with typical lingerie advertising and would not be considered exploitative and degrading by the general community.*

*The complaint also appears to relate to section 2.4 of the Code requiring “sex, sexuality and nudity with sensitivity to the relevant audience”. It alleges that the pulled back shot of the woman in natural tone briefs bent over the bathroom sink is unnecessary. The model is depicted in a typical pose looking at her face in the mirror above the bathroom sink. The seamfree features of the briefs are highlighted by this pose. We consider that the advertisement does not breach section 2.4 of the Code.*

*Target is committed to upholding the standards of the Code in its advertising and appreciates your review of our response to these complaints.*

## **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 sexually objectifies women and features images of a woman which is inappropriate for viewing.

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

The Board considered whether the advertisement complied with Section 2.2 of the Code which states, “Advertising or Marketing Communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.”

The Board noted that the advertisement features women of different shapes and sizes wearing different styles of Target underwear.

The Board noted that the women are presented in a manner which is clearly intended to show the underwear they are promoting and that the women appear happy and confident. The Board considered that it is appropriate that an advertisement for underwear would show the types of underwear available in store and noted that the overall theme of the advertisement was not to employ sexual appeal but rather to showcase various styles of underwear available to all women.

The Board considered that the women in the advertisement are not represented in a manner which could be considered exploitative and degrading.

The Board determined that the advertisements did not employ sexual appeal in a manner which is exploitative and degrading and did not breach Section 2.2 of the Code.

The Board then 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 the complainants’ concerns regarding the close-up images of the bending over the bathroom sink and considered that the specifics of the model’s private area are not visible and that the voiceover describes the particular style of briefs at the same time, drawing the attention of the audience to the features of the underwear. The Board noted that it is reasonable to expect an underwear advertisement to feature imagery of underwear and considered that the manner in which the underwear is presented in the advertisement is appropriate.

The Board noted that all woman featured in the advertisement are adults and considered that the advertisement did not present the women in a manner which was sexualised.

The Board noted that the advertisement had been rated PG by CAD and considered that the content of the advertisement was appropriate for the relevant PG audience which could include children.

The Board considered that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and determined that the advertisement 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.