

CASE REPORT

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| 1. Complaint reference number | 147/08 |
| 2. Advertiser | Funtastic Limited |
| 3. Product | Toys & Games |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Advertising to Children Code – Other – section 2.4
Health and safety – section 2.6 |
| 6. Date of determination | Monday, 19 May 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

A very colourful TV commercial that starts with a revolving cartoon shot of the sun shining very brightly. We then see a cartoon version of two Bratz dolls emerging into the bright sunshine. As they emerge their outfits/sunglasses/jewellery change colour. As this is happening a song is being sung 'Step into the sun for a whole new look'. We then see a scene beside the swimming pool of two Bratz dolls, one on a sun lounger and the other standing beside her. Both are in the shade. Next we see a Bratz doll stepping into the sun and her dress and sunglasses change colour. Two young girls are then seen parading the sunglasses and bracelets. One is wearing a big floppy hat and moves into the sun where her glasses change colour and the other is sitting on a sun lounger, partially in the shade. A voice over states: 'Bratz Sunkissed change colour in sunlight and they come with colour changing sunglasses and bracelets just for you'. In small text on the screen it says that colour changing takes 30 seconds. We then see another Bratz doll moving into the sun and the song continues: 'Step into the sun for a sunkissed look'. In the final scene a Bratz doll with accessories is displayed. Text reads: 'Bratz Sunkissed. www.BRATZ.com Dolls each sold separately. A voice over states 'Bratz sunkissed dolls come with everything you see here'.

THE COMPLAINT

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

Ad for Bratz dolls with accessories which change in the sun. Encourages girls to go in the sun, recent fashion for girls to tan - encouraging unsafe behaviour.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

Funtastic do not believe that the Bratz Sunkissed TVC is in anyway encouraging children to be unsafe. The commercial highlights the new doll whose accessories change colour in the sun (ie: sunglasses, sun dress and jewellery). Their skin colour does not change. The custodian of the Bratz brand, MGAe, was also very conscious of making sure the children shot in the advert also wore sun protection – hat and or sunglasses – and were not dressed in bathers sun-baking.

Funtastic are always careful to ensure any product and supporting media material is not in breach of the ANNA code to children and do not believe this TVC breaches this code in anyway.

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 about the promotion of sun safe behaviour and considered the advertisement under Section 2.6 of the Code which deals with prevailing community standards on health and safety.

The Board viewed the television commercial and noted that it was the dolls accessories, not the dolls themselves, which changed colour in the sun.

The Board further noted that both the dolls and the children depicted were wearing hats and sunglasses and although they were outdoors they were shaded by a fabric sail. The Board agreed that these measures would be considered in line with sun safe guidelines.

As such, the Board did not consider that the activities portrayed in the advertisement were contrary to prevailing community standards in relation to sun protection and therefore did not breach Section 2.6 of the Code.

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