



## **CASE REPORT**

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| 1. Complaint reference number | 169/99   |
| 2. Advertiser                 | Mattel Pty Ltd (Cool Blue Barbie)                  |
| 3. Product                    | Toys & Games                                       |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination      | Tuesday, 8 June 1999                               |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement shows three young girls dressed in blue, green and pink overalls, dancing and playing with dolls. The accompanying jingle mentions the three different dolls – Cool Blue Barbie, Extreme Green Skipper and Perfect Pink Teresa. As reference is made to Perfect Pink Teresa, an inset screen appears showing a young boy who says ‘Pink is for girls’. A girl’s voice is heard saying ‘Not!’ and the Teresa doll appears to bump the inset off the screen as the boy says ‘Mum!’ The advertisement concludes with a picture of the three dolls and the voiceover ‘Streak some funky colours into your hair too, with Cool Blue Barbie and her cool coloured friends’.

## **THE COMPLAINT**

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

*“The ad is sexist, immature and annoying ... it is saying that boys dress this way (don’t look handsome) and that boys say things like this and that boys talk to girls in an awful way and that boys don’t like girls.”*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the portrayal of the boy within the advertisement did not constitute discrimination or vilification and would not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.