



CASE REPORT

1. Complaint reference number	171/01
2. Advertiser	Target Australia Pty Ltd (20% off underwear)
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 August 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens on a Target logo portrayed representing the ‘0’ in a graphic announcing “20% OFF UNDERWEAR.” As a voice advises “This week Target is taking 20% off the prices of all ladies underwear, bras, corsetry, men’s and kids’ underwear,” the Target logo transforms into several styles of underwear. As the voiceover announces “Hurry, before our prices snap back,” the Target logo is shown representing a pair of briefs with the elastic being stretched and released. The advertisement ends with a voice saying “ouch!”

THE COMPLAINT

Comments which the complainant made regarding this advertisement included the following:

“I find it degrading to women ... I know it offends most women.”

THE DETERMINATION

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

Commenting that the advertisement demonstrated a creative way of making a point, the Board determined that the material did not contravene the Code in relation to the portrayal of sex/sexuality/nudity or discrimination/vilification. Finding that the advertisement did not contravene the Code on any other grounds, the Board dismissed the complaint.