



CASE REPORT

1. Complaint reference number	18/99
2. Advertiser	Toy & Hobby Agencies Pty Ltd
3. Product	Toys & Games
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 9 February 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a little girl playing with the doll in question and accordingly demonstrating a number of the doll's features including giving

it a bottle and then changing a wet nappy. It also shows the little girl feeding the doll a substance from a bowl and then sitting the doll on the potty. As the little girl lifts the baby off the potty the advertisement shows that the 'food' that the little girl has fed the baby is now in the potty. The little girl's expression indicates that the substance in the potty smells bad and she wags her finger at the doll.

THE COMPLAINT

Comments the complainant made regarding this advertisement included the following:

'The part I didn't like was when the doll dirtied itself, the little girl in the ad. wagged her finger at the doll and looked like she was scolding the doll for performing a natural body function...As a mother, I feel this gives the wrong message to our daughters, that a baby should be scolded for dirtying it's (sic) nappy.'

THE DETERMINATION

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

The Board determined that the advertisement would not offend prevailing community views and standards and did not breach the Code. The Board dismissed the complaint.