



CASE REPORT

- | | |
|-------------------------------|--|
| 1. Complaint reference number | 188/99 |
| 2. Advertiser | Mattel Pty Ltd (Fisher-Price) |
| 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 a number of scenes of young children playing with various Fisher-Price toys. In some of the scenes, the children are shown playing with and being embraced by their mothers. A female voiceover says ‘It’s a great age to be a mum, when ever day is filled with fun and play and bright new discoveries ... Today, and everyday, we salute mums everywhere’.

THE COMPLAINT

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

“While I have not found it overly difficult taking on the role as my son’s primary carer, certainly ads like this one do not make it easier to be accepted by a wider cross section of society.” [Male complainant]

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 mothers and children within the advertisement did not constitute discrimination or vilification and did not offend prevailing community views and standards, particularly given that the advertisement had been specifically designed to be shown on Mothers’ Day. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.