



CASE REPORT

1. Complaint reference number	203/98
2. Advertiser	Gloria Marshall Australia
3. Product	Slimming
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 10 November 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a young woman/teenager emerging from a fitting room in a clothing shop. The young woman says that the dress is ‘too tight.’ When the saleswoman asks about the fit, her mum says, ‘Have you got the next size up it’s a little tight.’ This is followed by a close up of the young woman’s tummy and hips. As they are leaving the shop the mother says (pointing to another dress) ‘Why don’t we try that one over there?’ to which the daughter responds, ‘No mum, I think we should both try that one over there.’ The daughter points over to a Gloria Marshall outlet. The next shot is of the same young woman coming down the stairs of her home, watched by her parents, dressed in a close fitting black dress and looking relatively svelte. As the young girl departs in the company of her date, the mother says, ‘She looks lovely’ and the father comments to the mother, ‘So do you.’ The advertisement concludes with a female voiceover, ‘Call Gloria Marshall and start re-shaping your life today.’

THE COMPLAINT

Comments the complainant made about the advertisement included:

‘...I believe that this message is aimed straight at the impressionable teenage market both in its timing and its content...This insidious message is that young teenagers need to diet rather than buy a dress in a size that fits, and that dieting can be a fun mother and daughter activity was so blatant...I am sure your organisation would be aware of the serious health problems that dieting can cause some teenagers.’

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 did not contravene prevailing community standards of health and safety and did not breach the Code. The Board dismissed the complaint.