



## **CASE REPORT**

1. Complaint reference number	21/99
2. Advertiser	Dr. Martens Aust Pty Ltd
3. Product	Clothing
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, set to music, comprises a montage of images including showing a tattoo parlour, a woman with shaved head and numerous facial earrings/piercings emerging from the tattoo parlour, a tattoo saying , 'Dr Martens Air Wair' on the back of her shaved head, shots of feet clad in Dr Martens shoes.

## **THE COMPLAINT**

Comments the complainants made regarding this advertisement included the following:

*'I find this advertisement to be an assault on my senses. One has to wonder if some sub-liminal message is being put forward in this awful display of advertising.'*

*'Dr Martin Shoes target an audience which I as a parent would not like to see my children be associated with. Poor images for our youth...trying to bring my children up in a Christian way... Viewing T.V. undermines this.'*

## **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 standards and views and did not breach the Code. The Board dismissed the complaint.