



CASE REPORT

1. Complaint reference number	211/01
2. Advertiser	Target Australia Pty Ltd (bras)
3. Product	Retail
4. Type of advertisement	Outdoor
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

This outdoor advertisement features comprises the upper halves of two Target logos, side by side, alongside text reading “We’re big in push-up bras.”

THE COMPLAINT

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

“These ads are not overtly suggestive or seductive, but why so many of them? And why don’t they advertise well-filled Y-fronts or jockey shorts in the same way?”

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 the Code in relation to the portrayal of sex/sexuality/nudity or discrimination/vilification. It further found that the material did not breach the Code on any other grounds and, accordingly, dismissed the complaint.