



## **CASE REPORT**

1. Complaint reference number	254/99
2. Advertiser	Target Aust Pty Ltd (Bras)
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 10 August 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement commences with the red Target ‘bulls eye’ logo and voiceover saying ‘At Target, we know a thing or two about bras’. The logo transforms into two logos, which then assume the form of a bra containing breasts in a successive series of different shapes and sizes as the voiceover describes the different types of bras available.

## **THE COMPLAINT**

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

*“... rude and offensive.”*

## **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 depiction of the cartoon bra images within the advertisement did not breach the Code on the grounds of its treatment of sex, sexuality or nudity, nor on any other ground. The Board, accordingly, dismissed the complaint.