



**ADVERTISING
STANDARDS
BUREAU**

Level 2, 97 Northbourne Avenue, Turner ACT 2612
Ph: (02) 6262 9822 | Fax: (02) 6262 9833
www.adstandards.com.au

CASE REPORT

- | | |
|-------------------------------|--|
| 1. Complaint reference number | 255/99 |
| 2. Advertiser | Lever Rexona (Lynx) |
| 3. Product | Toiletries |
| 4. Type of advertisement | Cinema |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 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.