



## **CASE REPORT**

1. Complaint reference number	286/01
2. Advertiser	3M Aust Pty Ltd (Nexcare Tattoo Bandages)
3. Product	Health Products
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 13 November 2001
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENTS**

A series of three print advertisements present Tattoo Waterproof Bandages for boys, girls and children generally, detailing “a fun, waterproof first-aid solution” featuring Disney designs. The advertisements incorporate pictures of the product with details of their differentials: Disney Dinosaur Designs for boys; Disney Princess Designs for girls; and Disney Dalmatian Designs for both.

## **THE COMPLAINT**

Comments which the complainant made regarding these advertisements included the following:

*‘I am offended by the overt sexism...with implication, aimed at parents, that girls do not play with dinosaurs and boys do not play with Barbie...In particular, this implies that girls are not aggressive or assertive and that boys do not enjoy playing with representations of people in non-aggressive ways. The unisex option (featuring dalmatians) is no better stereotypically, either for girls or boys.’*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that, within the context of prevailing community standards, this series of advertisements did not constitute discrimination and/or vilification in the context of the Code.

It further determined that the material presented did not breach any other provision of the Code and, accordingly, dismissed the complaint.