



CASE REPORT

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| 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.