



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 289/02  |
| 2. Advertiser                 | Zapf Creation (Aust) Pty Ltd (Baby Born)            |
| 3. Product                    | Toys & Games  |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination      | Tuesday, 10 December 2002                           |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts a young girl playing with a Baby Born doll. Music is heard and words which sing: "Baby Born, Baby Born." As the little girl gives the baby doll a bottle, changes her nappy, feeds the baby doll and takes her to the 'potty', she is heard to describe her actions with the same words. The final scene shows two baby dolls, one white skinned and the other dark skinned, sitting on their 'potties' with the view widening to show the advertiser's logo as a male voice-over states: "Baby Born only real from Zapf Creations."

## **THE COMPLAINT**

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

*"The advertisement in its present form shows very antiquated values (pre-Victorian times)...Are we trying to tell these girls that there is no point aspiring to anything as they will end up at home anyway?"*

## **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 material did not constitute discrimination or vilification under the Code and that the material did not breach the Code on any other grounds.

Consequently, the complaint was dismissed.