



## **CASE REPORT**

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|-------------------------------|---------------------------------|
| 1. Complaint reference number | 30/07                           |
| 2. Advertiser                 | Target Australia Pty Ltd        |
| 3. Product                    | Retail                          |
| 4. Type of advertisement      | TV                              |
| 5. Nature of complaint        | Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 13 February 2007       |
| 7. DETERMINATION              | Dismissed                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement in red and white animation shows in silhouette, a woman riding a motor scooter caught up in traffic. After weaving through other vehicles she speeds up and launches herself in the air from the back of a VW Beetle and flies past a Target billboard, the stunt imitating the famous bike flying scene in the movie "E.T." She is then found to be ahead of all the traffic as a voiceover warns "With offers this good, get there as fast as you can!"

## **THE COMPLAINT**

A sample of comments which the complainant/s made regarding this advertisement included the following:

*In this day and age of the large number of young people being killed on the roads, I find this ad totally offensive in encouraging speeding to reach a sale at the store.*

## **THE ADVERTISER'S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*Being an animated television commercial Target is not trying to depict a real life situation, there is no reference in the advertisement to the speed at which the scooter girl is travelling, nor that she is breaking the speed limit. She flies in an arc reminiscent of scenes from the 1980's movie "E.T.", passing a billboard with a Target offer on the billboard. The animated commercial is trying to promote the urgency of getting to the Target store for the sale. Target does not believe it has promoted that the scooter girl should disobey the speed limit in order to get to the sale.*

*Target believes the advertisement depicts visual humour it was intended to be fanciful and imaginative, drawing on the 1980's movie "E.T."*

## **THE DETERMINATION**

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The board viewed the advertisement and considered whether it breached Section 2.6 of the Code dealing with community standards of health and safety.

The Board noted the simple animated and fantasy nature of the advertisement and dismissed any notion that the advertisement depicted material contrary to community standards of health and safety.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the

complaint.