



CASE REPORT

1. Complaint reference number	348/99
2. Advertiser	Boltcorp Pty Ltd (Livid '99)
3. Product	Entertainment
4. Type of advertisement	Print
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, 9 November 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement is headed “Livid ’99”, an annual music festival, and features the names of the participating bands together with details as to date and venue. The words are superimposed over a cartoon style illustration of a young girl and boy holding hands and skipping away from the viewer. The young girl’s skirt appears to have blown aside as she is skipping, revealing her underpants.

THE COMPLAINT

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

“... the skipping image of subtle sexist stylization ... Some people have even regarded this ad as paedophilic ... or maybe just business as usual stereotypes with younger and younger representatives and targets.”

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 children in the advertisement did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.