



## **CASE REPORT**

1. Complaint reference number	350/99
2. Advertiser	ACP Ltd (The New Weekly)
3. Product	Media
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Violence Other – section 2.2
6. Date of determination	Tuesday, 9 November 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement commences with a picture of a ‘Barbie’ style doll with a music box playing in the background. An angle grinder then appears and is applied to the doll’s face as the words “Stars without make-up ... In this week’s NW magazine” are superimposed on the screen. The angle grinder is then removed and the doll revealed, showing a now disfigured face. A cover shot of the magazine is then shown as voiceover says “NW magazine. We’ll go there”.

## **THE COMPLAINT**

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

*“The violence against the (obviously) female doll is shocking and an example of implicitly condoning/legitimising violence against women ... Is it because only women are perceived to wear so much cosmetic make-up as to need an industrial routine to remove their cosmetics?”*

*“I am appalled at the messages this commercial seems to be trying to communicate. That women without make-up on have no faces or, worse, are hideously disfigured in some way.”*

## **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 doll, within the overall fictitious context of the advertisement, did not constitute discrimination or vilification nor did it offend prevailing community standards. The Board determined that the advertisement did not breach the Code on these or any other ground and, accordingly, dismissed the complaint.