



CASE REPORT

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| 1. Complaint reference number | 352/03 |
| 2. Advertiser | Target Australia Pty Ltd |
| 3. Product | Clothing |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 14 October 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement before the Board opens to a visual scene of a bunch of female and male children on a concert stage playing in a rock band. A musical soundtrack of a rock and roll tune accompanies the advertisement. The band consists of young boys playing guitars and drums and young girls doing back up vocals and keyboards. The children have face paint and are wearing rock and roll inspired outfits presumably from Target. There are young children in the audience dancing to the song. The voiceover states, “At Target until Wednesday you can get 20 percent off babies and children’s clothing including sleep wear, underwear and footwear.”

THE COMPLAINT

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

“The skimpy clothes and knee-high boots that they wear and the inappropriate makeup that they wear were brought to my attention by my twelve year old daughter. I felt that if she noticed it then I wasn’t imagining the low level of ethics in the advertising.”

“Using a particular eight year old fashion model to appear years older than she really is via heavy makeup and inappropriate clothing...I feel strongly that your company should asks its advertising department if their latest work is responsible advertising?”

THE ADVERTISER’S RESPONSE

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

“...There is no sexual reference or orientation in the advertisement... the advertisement would not cause alarm or distress to children... on a more general note we disagree that the clothing worn by the female models... is skimpy or inappropriate. Rather it is clothing which is currently fashionable for this age group.... This is not inappropriate given that they are clearly performing in a mock concert.”.

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 noted that the advertisement uses images similar to those used by Hi5 and other children’s music bands. It considered that there was nothing inappropriate in the advertisement. The Board found that the content did not contravene any provision of the Code.

Accordingly the complaint was dismissed.