



CASE REPORT

1. Complaint reference number	365/06
2. Advertiser	1800 Reverse (tattoo)
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Other - Social values
6. Date of determination	Tuesday, 10 October 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts two girls admiring a tattoo on the lower spine of another girl. The latter tells the others the actual meaning of the tattoo means “Friends and Family” and as the girls predict “Your Mum’ll kill you” she replies “No she’s fine. She said I could have it done, you know for when I’m out and about, she even helped me with the design.” Later as the girls are checking out the tattoo in a mirror, the owner realises she has been tricked and that it actually reads backwards “1800 Reverse”.

THE COMPLAINT

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

The girl does not look 18 and I believe it sets a poor role model and raises serious health questions.

...glorifies tattoos by having the approval of the young girl’s mother. If the girl is under 18 then it would be illegal.

THE ADVERTISER’S RESPONSE

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

We submit that the issue of whether a tattoo is good or bad is one of personal judgement rather than a moral or ethical issue.

We do not agree that the fact someone has a tattoo poses any readily known health and safety issues. In Australia people can obtain tattoos at any stage with their parent’s consent. At 18 years of age parental consent is not required. As mentioned in the complaint itself, the advertisement makes it clear that parental consent was obtained.

THE DETERMINATION

The Advertising Standards Board (the Board) considered whether the advertisement was directed at children 14 and under and whether the AANA Code for Advertising to Children (the Children’s Code) should apply.

The Board agreed that the advertising depicted young women of 17 or 18, as evidenced by the “P plates” on the car around which they had congregated. The Board agreed that the advertisement is not directed at Children and that the Children’s Code should not apply.

The Board then considered whether this advertisement breaches section 2 of the Advertiser Code of

Ethics (the “Code”).

The Board noted the complainant’s comments about health issues in relation to tattoos and considered whether the advertisement breached section 2.6 of the Code dealing with prevailing community standards on health and safety. The Board determined that having tattoos professionally applied to one’s body is common and not against prevailing community standards on health and safety.

The Board also considered the complainant’s comments about the age of the girl depicted and whether the girl had her mother’s permission to have a tattoo. The Board determined that the girl clearly had her mother’s permission to have the tattoo applied and that the advertisement was not depicting or promoting behaviour that was inappropriate.

The Board did not agree that the portrayal of a young person having a tattoo with her parent’s consent was glorifying tattoos.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.