



CASE REPORT

1. Complaint reference number	366/05
2. Advertiser	Target Australia Ltd (Underwear - Get Lucky Day)
3. Product	Clothing
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 13 December 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The text in this print advertisement reads: “*Underwear for everyday*”. The advertisement displays a variety of eight bras labelled “Monday, Tuesday, Wednesday, Thursday, Friday, Get lucky day, Sunday and Monday.” At the bottom of the advertisement are the words: “*With a large range of assorted colours and fabrics, you’re sure to find a bra to suit whatever comes your way each day.*”

THE COMPLAINT

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

“... *I was disappointed to see Saturday with the lacy bra, titled as ‘Get lucky day’*”

“*Couldn’t Saturday have been labeled ‘party day’ or something similar, without insulting women or pandering to adolescent fantasy?*”

“... *women and sex - a commodity to be exploited.*”

THE ADVERTISER’S RESPONSE

“*Target does not believe that the advertisement portrays females in a way which is discriminatory or vilifies them. There are no female models in the advertisement. Target also believes that the advertisement treats sexuality with sensitivity... the ad does not insult women or pander to adolescent fantasy.*”

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 was of the opinion that the labeling of a bra as suitable for “getting lucky” did not constitute material that discriminates against or vilifies women on account of their sex. The Board considered that the tone of the advertisement was light-hearted and that the advertiser had treated the issues of sex and sexuality with sensitivity to the relevant audience.

The Board determined that the advertisement did not breach the provisions of the Code relating to the portrayal of people (sex), nor did it breach the provisions of the Code relating to sex, sexuality or nudity.

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