



## **CASE REPORT**

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| 1. Complaint reference number | 373/99   |
| 2. Advertiser                 | Air New Zealand Ltd  |
| 3. Product                    | Travel   |
| 4. Type of advertisement      | Print  |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Violence Other – section 2.2 |
| 6. Date of determination      | Tuesday, 7 December 1999   |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement comprises a photograph of a young girl and boy, superimposed over which are the words ‘Send your kids to the USA for free ... (Unfortunately you have to go too)’ together with details of various airfare offers. In the photograph, the boy is poking out his tongue and pulling the girl’s hair, while the girl is grimacing and holding up her fingers behind the boy’s head.

## **THE COMPLAINT**

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

*“The boy’s body language of domination and by his aggressive act of pulling the girl’s hair and tongue out is appalling ... To me I believe it is sexist and using kids in a negative 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 portrayal of the children within the advertisement did not constitute discrimination or vilification nor did it contravene prevailing community standards. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.