



CASE REPORT

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| 1. Complaint reference number | 374/00 |
| 2. Advertiser | Bartesa Pty Ltd (WeeMan Little Boy's Toilet Trainer) |
| 3. Product | Other |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 13 February 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, captioned 'World's First', comprises a photograph and text. The photograph, upon which is superimposed 'No Drips – No Splash – No Mess', is of a boy using the product which is appended to a lavatory. He wears a cap with visor to the back, tee shirt and pants pulled down to reveal his buttocks (genitals obscured). His right arm is bent, his hand covered by his raised tee shirt. His head is lowered. The text identifies and describes the product, its price, instructions and care. The advertiser and contact numbers are at the bottom of the advertisement.

THE COMPLAINT

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

*'I find it offensive particularly at a time when new child protection laws are coming into place
.....'*

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics ('the Code').

The Board was of the view that the material within the advertisement did not contravene prevailing community standards either on Health & Safety or in its portrayal of sex/sexuality/nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.