



CASE REPORT

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| 1. Complaint reference number | 64/00 |
| 2. Advertiser | Target Aust Pty Ltd |
| 3. Product | Retail |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 14 March 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertising brochure includes a photograph of a young girl in ‘Barbie’ dress up, including a long blonde wig, satin blouse, embroidered trousers and carrying a handbag. Behind her are three boys of the same age, two looking towards the camera, the third looking down at the ground. The words ‘Girls just want to have fun...’ appear at the foot of the page.

THE COMPLAINT

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

“ This advertisement not only sends an unhealthy message to children but also to adults who struggle with an unhealthy attraction for children. Portraying children in this manner is socially inappropriate and dangerous.”

“These pages show children between the ages of five and nine in poses suggestive of sexual maturity and knowingness associated with adults or, perhaps, with unusually precocious teenagers. To pose children in this way is misleading and exploitative.”

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 was of the view that the depiction of the children within the advertisement did not contravene community standards in its treatment of sex, sexuality or nudity and did not breach the Code on this or any other ground. It was noted that the girl was simply dressing up in a manner common to girls of that age and that there was no apparent context of sexual connotations. The Board, accordingly, dismissed the complaint.