



CASE REPORT

1. Complaint reference number	86/08
2. Advertiser	Target Australia 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	Wednesday, 12 March 2008
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a young woman lying on her bed with her legs in the air, trying to pull on her jeans. Text reads "My favourite jeans. What makes you happy?"

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

A young girl is lying on a bed with her jeans pulled down below her bottom. This advertisement goes beyond acceptable borders. I am a mother of 2 teenage girls and I am horrified that jeans are being advertised using a young girl pulling her pants down around her legs while she has a smile on her face. What sort of message does this send to young women? Not the sort of message a corporation that prides itself on being a 'family store' should be sending, certainly. This advertising is typical of the growing trend to sexualise children. It's wrong, and unfortunately because of advertising like this, it is becoming commonly accepted.

THE ADVERTISER'S RESPONSE

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

We understand that the complaint relates to a magazine advertisement of a woman pulling on a pair of jeans. Attached for your information is a pdf version of the advertisement which appeared in various magazines such as New Idea, Better Homes and Gardens, as well as the Sunday Telegraph Magazine on 24 February. This advertisement also appears on a couple of buses and a tram in Melbourne.

The advertisement shows a woman pulling on a pair of jeans, entitled "my favourite jeans". This advertisement is reflective of scenes from current television advertisements Target is running where three women are shown pulling on their jeans – one on a bed (as shown in the magazine advertisement), one on the beach, and one in her bedroom in front of the mirror. The purpose behind both the magazine advertisement and the more detailed television commercial is to promote the great range of jeans available at Target.

Target does not believe the advertisement depicts women in an appropriate manner, or in any way that would contravene Section 2 of the AANA Advertiser Code of Ethics. In particular, as the advertisement features a woman pulling on her favourite jeans, rather than a child, we do not believe the advertisement contravenes the AANA Code of Advertising to Children.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section

2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the concerns of the complainant and began by reviewing the advertisement under Section 2.3 of the Code - which deals with the portrayal of sex, sexuality and nudity.

The Board looked at the advertisement and noted that the model was a mature woman, not a teenager and that she was in fact pulling her jeans on. She was not removing them as the complainant had indicated. The Board noted that the model was also wearing briefs that were not revealing nor were they the focus of the shot and that other than her jeans which were covering her legs the model was fully clothed.

The Board also noted the advertiser's response which supported the Board's view that the model was putting the jeans on and was not a child or teenager but actually a woman. The Board found that the advertisement's image was acceptable and did not show any nudity and that it did not therefore breach Section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.