



CASE REPORT

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| 1. Complaint reference number | 91/01 |
| 2. Advertiser | Red Rooster (Little Red Rooster - Barbie/Hot Wheels Promotion) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 8 May 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows ‘Barbie Super Models’ and ‘Hot Wheels Models’ which are available from Red Rooster outlets with Little Red Rooster Meals.

THE COMPLAINT

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

‘It is harmful because not all of our children do have, or ever will have the half starved image that is promoted as a “super model”. Society’s image of perfection in the media is already discriminating.’

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 determined that the material within the advertisement did not contravene prevailing community standards in relation to discrimination or vilification and, similarly, in relation to health and safety. The advertisement was found not to breach the Code on these or any other grounds and, accordingly, the complaint was dismissed.