



CASE REPORT

1. Complaint reference number 93/99
2. Advertiser Air Pacific Ltd
3. Product Travel
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 April 1999
7. DETERMINATION Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement shows a photograph of a toddler or small child dressed in bathers and sunglasses sunbaking on the water's edge in a miniature deck chair. The wording that precedes the photograph is, 'Tiny bums on seats to Fiji \$79'. The wording that follows the photograph contains various details regarding the advertisement including, 'Children aged 2 to 11 can fly to Fiji for just \$79. Those under 2 can go for just \$49....etc'

THE COMPLAINT

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

'To depict a child in an adult pose and add the words "Tiny Bums" in a major advert in a highly distributed Sunday "Family" Paper is most disturbing, to say the least...I am sure that the Sunday Mail, Air Pacific and the agency...can find another way to sell their wares without the exploitation of children.'

THE DETERMINATION

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

The Board determined that the portrayal of the child in this advertisement could not reasonably be interpreted as improper and accordingly that the advertisement did not depict material that was contrary to prevailing community standards on health and safety. The Board determined that the advertisement did not breach the Code on this or any other grounds. The Board was satisfied that the advertisement would not offend prevailing community views and standards and dismissed the complaint.