



## **CASE REPORT**

1. Complaint reference number	95/04
2. Advertiser	Funtastic Ltd (MGA Entertainment - Bratz dolls)
3. Product	Toys & games
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 11 May 2004
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement features a group of young girls playing with their Bratz fashion dolls. They are depicted shopping in the mall and playing dress ups in front of the mirror. One of the girls says, "Don't theorise. Accessorise". The tagline is "Passion for fashion."

## **THE COMPLAINT**

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

*"This advertisement, targeted at pre-pubescent girls, is insulting to their intelligence. It suggests that beauty should be placed above intelligence and that intelligent thoughts should be left to boys."*

## **THE ADVERTISER'S RESPONSE**

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

*"Whilst we respect everyone's right to voice an opinion, we feel this viewer may be taking the "passion for fashion" theme and fun essence of the advertisement a little too seriously and perhaps is over analysing what is essentially a fashion doll range."*

## **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 that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (sex)/vilification.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.