



ADVERTISING
STANDARDS
BUREAU

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Attachment G - Case Report

1	Case Number	0402/10
2	Advertiser	Target Australia Pty Ltd
3	Product	Clothing
4	Type of Advertisement / media	Billboard
5	Date of Determination	22/09/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Sex/sexuality/nudity Treat with sensitivity - Sexualization of Children

DESCRIPTION OF THE ADVERTISEMENT

A large red ball with a naked baby sat astride it, with its back to the viewer. The baby is only visible from the waist down.

THE COMPLAINT

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

*Normalises public nudity Inappropriate image of a child Children nudity may seem to be fun marketable Degrading portrayal of a child in a public place.
Does not help those in the community that struggle with pedophilia and what mental health workers are trying to achieve. A child's happy smiling face might be more appropriate than a bottom. Promotes it to be okay to in-modest*

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

The poster in question was part of Target's in-store ambience suite which has been rolled out progressively to Target stores since 2006, although not every Target store has this particular poster on display. The visual cues behind this particular campaign were round, red, typically Australian and fun, with a bit of irreverence, as shown by in the suite of images attached. The inspiration for this particular campaign was derived from various popular culture imagery, including advertisements for baby products on television and in magazines. Target does not believe the poster portrays children as sexual beings, or nudity or sexual imagery of children, that would contravene prevailing community standards. Rather the tone of the poster is light-hearted, cute and humorous rather than sexual in manner. On the basis of the above, Target does not believe the poster contravenes Section 2 of the AANA Advertiser Code of Conduct. Given the age range of the products displayed in the nursery/baby department of a Target store, the products would appeal to adults buying for children, rather than children. On this basis Target does not believe the poster contravenes Section 2.4 of the AANA Code for Advertising & Marketing Communications 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 complainant's concerns that the advertisement depicts an inappropriate and degrading image of a naked child.

The Board viewed the advertisement and noted the advertiser's response.

The Board considered whether the advertisement was in breach of section 2.3 of the Code. Section 2.3 of the Code states: "Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone".

The Board noted the image in the advertisement features a naked baby sat on a red bouncy ball/balloon, with the lower back, thighs and bottom of the baby visible. The Board noted that this advertisement is located in the nursery section of some Target stores and there is also an image of a smiling baby sat clothed in a pram as well as the word "nursery".

The Board considered that the image of the baby was harmless and consistent with the style of advertising used for baby/nursery products. The Board considered that the image was appropriate and that most members of the community would not consider this image to be degrading, inappropriate or sexualised.

The Board considered that the advertisement did "treat sex, sexuality and nudity with sensitivity to the relevant audience" and that it did not breach section 2.3 of the Code.

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

