



Case Report

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| 1 | Case Number | 0497/14 |
| 2 | Advertiser | Myer Pty Ltd |
| 3 | Product | Retail |
| 4 | Type of Advertisement / media | TV - Pay |
| 5 | Date of Determination | 26/11/2014 |
| 6 | DETERMINATION | Dismissed |

ISSUES RAISED

2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

The “Find Wonderful” TVC is Myer’s new brand film featuring Tilda Cobham-Harvey. The TVC depicts fun and colour into a grey, practical world with Tilda asking viewers if they “ever wonder where wonderful went?”

The 60 second TVC features Tilda walking in an animated black and white city while reminiscing on the wonderful days, before transitioning into colour to “bring back wonderful” and the joy of shopping with “impossibly-high heels”, “jewels for our fingers” and more to be found at Myer department stores.

THE COMPLAINT

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

The female in this ad is or almost anorexic and is a poor role model for females, she is setting a very dangerous image for females to feel "wonderful". I cringe when I see the ad and feel she needs a good feed or hospitalisation.

THE ADVERTISER’S RESPONSE

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

Myer has reviewed the concerns raised by the complainant regarding model, Tilda Cobham-Harvey featured in the “Find Wonderful” TVC.

Myer understands that body image and eating disorders are serious and important health concerns within the Australian community. Accordingly, Myer is committed to and embraces different body shapes and sizes, as representative of the community generally. This is evidenced through the clothing size range available at Myer stores.

The creative of the campaign was to be youthful and highlight the innocence in looking back to the wonderful memories of the good old fashion way of shopping in a department store.

Tilda was cast for the TVC as she possess the youthfulness and innocence that Myer aimed to convey in its ‘find wonderful’ concept.

Although Tilda may appear to some audiences as being thin, she does not look unhealthy and images of Tilda in the TVC are consistent with similar fashion related advertising.

As the Board has noted in previous cases, it is common in the fashion industry to use models that are slimmer than the average person. Myer is vigilant in ensuring that models in its advertising and promotional material are healthy, and are not depicted in a way that would be seen to condone unhealthy body weight or eating disorders.

Given the above, Myer does not consider the TVC to be contrary of prevailing community standards on health and safety, and accordingly does not believe it has breached of any part of section 2 of the AANA Advertiser Code of Ethics.

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 features a woman who is anorexic and that the link between this woman’s appearance and being ‘wonderful’ sets a dangerous image for women.

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

The Board considered Section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted that the advertisement features a woman reminiscing about when we were younger and we thought everything was wonderful before suggesting that you can find ‘wonderful’ again by shopping at Myer.

The Board noted the complainant’s concern that the woman in the advertisement is anorexic. The Board noted it had previously dismissed a similar complaint about an advertisement for Westfield in case 0139/13 where:

“The Board noted that in the fashion industry it is common to use models that are slimmer than the average person...”

The Board noted that the woman in the advertisement is an actress called Tilda Cobham-Harvey and considered that whilst she is clearly slim in the Board’s view she appears to be healthy and not unhealthily skinny.

The Board noted that the advertisement does not make any reference to weight-loss or body image and considered that the use of the term ‘wonderful’ in the advertisement is clearly used

in the context of the consumer goods which can be purchased at Myer (impossibly high heels, Parisian scent, jewels for our fingers etc) and not in the context of the weight or body type of the woman depicted.

The Board considered that overall the advertisement does not promote weight-loss or advocate a particular body weight or image and does not depict material contrary to prevailing community standards on health, particularly body image or body weight.

The Board determined that the advertisement did not breach Section 2.6 of the Code.

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