

<b>COMPLAINT NUMBER</b>	17/295
<b>COMPLAINANT</b>	M Tangirere
<b>ADVERTISER</b>	Unilever Australasia
<b>ADVERTISEMENT</b>	Unilever Australasia, Television
<b>DATE OF MEETING</b>	4 September 2017
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for Dove's Self Esteem Project shows a girl sitting on a chair with internet search questions such as "Can teens get cosmetic surgery and Am I ugly?" The question "What is your daughter searching for?" is shown on the screen. The advertisement ends with the Dove Self Esteem Project logo and the voice-over "Lets help girls find greater self esteem."

**The Chair ruled there were no grounds for the complaint to proceed.**

**Complainant, M Tangirere, said:** i was watching the movie taken on Chanel 2 and there was a dove advertisement between the movie that i found offensive, as attached there is a picture of a teen with question mark saying am i ugly? and can teens get cosmetic surgery? and afterwards goes to a dove soap and ad stops, i believe this breaches your code of advertising for children Principle 1E, i believe this advertisement is offensive and engages children to be more insecure about themselves and their body especially to have an ad that say such things, what is this actually refering to? is it refering to the fact that if you use dove products you wont feel such a way as a teen, very offensive!

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 5; Children and Young Persons Advertising Code – Principle 1, Rule 1e and Principle 2.**

**The Chair** noted the Complainant's concern that the advertisement was offensive by highlighting the insecurities experienced by teenagers around body image.

The Chair noted that the advertisement was part of the Dove Self Esteem Project and did not refer to or show any Dove products. Rather it directed viewers to the Self Esteem Project, which provides advice and resources to help build positive body confidence and self-esteem in young people.

The Chair said in her view the main intention of the advertisement was to offer support for teenagers who may have low self-esteem and did not contain anything which would offend against generally prevailing community standards.

The Chair ruled that the advertisement did not provide an unrealistic sense of body image or promote an unhealthy lifestyle and had observed a high standard of social responsibility. The Chair said there was no apparent breach of the Code of Ethics or the Children and Young Persons Advertising Code.

Accordingly, the Chair ruled there were no grounds for the complaint to proceed.

**Chair's Ruling:** Complaint **No Grounds to Proceed**