

COMPLAINT NUMBER	18/230
COMPLAINANT	S Jas
ADVERTISER	The Nile
ADVERTISEMENT	The Nile Digital Marketing, Website
DATE OF MEETING	20 July 2018
OUTCOME	No Grounds to Proceed

Advertisement: The Nile website sells a range of items including books and toys. The advertisement for the Miniland Anatomically Correct Baby Dolls had photos of the Caucasian Boy, the Latin American Girl, the African Boy and the African Girl. Each of these dolls was shown without clothes on, revealing their “anatomically correct” body parts. The dolls are made of soft vinyl.

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

Complainant, S Jas, said: I am a bit concerned about how this child’s toy is being advertised and initially I was pretty shocked at how upfront this is, the company has many children toys portraying naked children, as the listing says anatomically correct but I personally think I wouldn’t want my child being exposed to this advertising, some listings the dolls have clothes on which is perfectly fine! but there are pictures where the dolls are completely naked and I don’t feel this is right for a very public and open to all ages website I will also post links to other dolls like this one on their website:

<https://www.thenile.co.nz/toys/anatomically-correct-baby-doll-32cm-african-boy/8413082310332>

<https://www.thenile.co.nz/toys/anatomically-correct-baby-doll-32-cm-african-girl/8413082310349>

<https://www.thenile.co.nz/toys/anatomically-correct-baby-doll-32cm-latin-american-girl/8413082310387>

and they have more but I don’t want to post all of them, hopefully you can review this,

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4, Rule 5.

The Chair noted the Complainant’s concerns the pictures of anatomically correct dolls without any clothes on are not suitable for a public website which is open to all ages.

While acknowledging the concern the advertisement caused to the Complainant, the Chair said the images helped convey an accurate impression of the product being advertised. If the dolls were clothed the consumer wouldn’t be able to see from the advertisement that the dolls had anatomically correct body parts.

The Chair said the content of the advertisement, which included images of the actual products for sale, was unlikely to cause serious or widespread offence to most people.

The Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and there was no apparent breach of the Code of Ethics.

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

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

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.