

Advertiser / date	Scenario and issue	Link and decision
Pax Scandinavia AB July 2016	The ad shows a picture of a pair of beige sandals on a child's feet; toenails are painted with red nail polish. Complainant said that was "disturbing" and "inappropriate."	http://www.jep.be/fr/les-decisions-des-jep/pizza-belgium-19012012 Complaint not upheld; does not breach social responsibility rules
ICA Sverige AB (Grocery retailer) July 2016	Swedish football team pre Euro 2016. Zlatan "cuffs" a teammate. Complaint was that this is a bad example to children	http://reklamombudsmannen.org/eng/uttalande/ica-fotbollslandslaget Complaint not upheld. The commercial is not directed to nor features children, nor does it encourage violent behaviour
Rusta AB (Furniture) June 2016	Adults and children, bring their chairs and gather by the beach to play musical chairs. An older man pulls the chair as a young man goes to sit on it; he falls instead on his arse. Everyone laughs	http://reklamombudsmannen.org/eng/uttalande/rusta2 Complaint not upheld. Committee finds that the average consumer perceives the scene as playful. The advertising is therefore not offensive, socially irresponsible or condoning violence, nor encouraging violence
Top Toy A/S October 2015	Small boy creating a racing track in a playground. Girl looks on. Complaint is stereotyping.	http://reklamombudsmannen.org/eng/uttalande/br-leksaker-reklamfilm Complaint not upheld. Girl looking on is too young to ride bike. The advertising was not deemed to be discriminating against gender.
Göteborgs Kex AB (Cookies) September 2015	Family watching TV; young girl with her parents. Dubious scene in film. Dad covers kids' eyes with the product. Complaint that it is inappropriate to show a kid seeing "sexual" material	http://reklamombudsmannen.org/eng/uttalande/ballerina Complaint not upheld. Humorous context
Stabenfeldt AB (Publisher) December 2014	Direct mail in the form of a brochure. A picture of two girls around 10 leaning against each other and smiling. At the bottom of the page, a makeup bag. Complaint was stereotypical gender roles.	http://reklamombudsmannen.org/uttalande/girlit-utskick Complaint upheld.