



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0021/11
2	Advertiser	Coca-Cola South Pacific Pty Ltd
3	Product	Food and Beverages
4	Type of Advertisement / media	Billboard
5	Date of Determination	09/02/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Sex

DESCRIPTION OF THE ADVERTISEMENT

There are three out of home advertisements in the campaign. Each one features one of the marionette characters from the diet Coke TVC, with the following text: "Sales shopping is my kind of cardio", "3 little words every girl wants to hear...It's. On. Sale." and "Shoes on sale? Get 'em! Shoes not on sale? Get 'em anyway!"

In each advertisement the marionette is leaning against a can of diet Coke.

THE COMPLAINT

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

I find these ads grossly sexist - they depict women as completely vacuous and having no other goals in life apart from shopping. It is totally inappropriate to reinforce this kind of negative stereotype in any advertising.

It is also a completely irrelevant campaign.

THE ADVERTISER'S RESPONSE

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

We understand from your letter regarding the complaint and the complaint itself, that the complainant believes the advertisement contravenes section 2 of the AANA Advertiser Code of Ethics.

This series of diet Coke out of home advertisements were created to appeal to diet Coke drinkers (women, 25-45 years) and is an extension of the TVC which appeared on air in 2010. In keeping with the TVC and featuring the marionettes, the outdoor campaign used the Christmas and New Year shopping periods to appeal to our target audience. As such, each of the executions makes reference to shopping. The advertisements were placed primarily in shopping precincts, so the creative executions were in context with their environment. Our intention, as with all of our advertising, is to engage and amuse our target audience. The ads feature confident, working women (from the TVC) and are not intended to portray women as 'vacuous' as the complainant states.

We thank you for contacting us regarding this advertisement however in this instance we disagree that we have contravened Section 2 of the Code. In fact, we believe that the ads are humorous and tongue-in-cheek, and actually portray a group of confident, working women in a way that appeals to the target audience.

We are happy to answer any further questions you may have and please let us know if you need more information.

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 advertisements are sexist and depict women as vacuous.

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

The Board considered whether the advertisement was in breach of section 2.1 of the Code. Section 2.1 of the Code states: "Advertising or Marketing Communications shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of ... sex...".

The Board noted that the advertisements feature one of the marionette characters from the diet coke TVC leaning against a can of diet Coke with text related to shopping and sales such as : "3 little words every girl wants to hear...It's on. sale." and "Shoes on sale? Get 'em! Shoes not on sale? Get 'em anyway!"

The Board noted the advertiser's response that the advertisements were placed primarily in shopping precincts, so the creative executions were in context with their environment.

The Board considered that the statements made on the advertisements were generalised, lighthearted and comical and, while they depicted women as liking shopping, were not depicting women in a negative way.

Based on the above, the Board determined that, the advertisement did not depict any material that discriminated against or vilified any person or section of the community on account of their sex. The Board determined that the advertisement did not breach section 2.1 of the Code.

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