



Case Report

1	Case Number	0120/13
2	Advertiser	Coca-Cola South Pacific
3	Product	Food and Beverages
4	Type of Advertisement / media	Cinema
5	Date of Determination	01/05/2013
6	DETERMINATION	Dismissed

ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

The Just Add COKE ZERO campaign aims to show that adding zero gives you more; 1 idea to 10 ideas, 10 mates to 100 mates, 100 possibilities to 1000 possibilities. The 60 second advert shown in cinemas turns the idea that zero means nothing on its head. When you add '0', everything becomes a lot more interesting.

The advertisement portrays the transformation from less to more as a gathering of friends becomes a rooftop party, with party-goers performing an impromptu dance contest.

THE COMPLAINT

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

I know Coke Zero probably doesn't care what message they are disseminating (that somehow drinking it will make you cool, fun, and help you get laid), but I don't know what sort of message Walt Disney Studios wants to get across to young children by approving this ad during the previews for a PG film!

THE ADVERTISER'S RESPONSE

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

Thank you for your contact regarding the COCA-COLA ZERO cinema advertisement and for bringing this matter to our attention. Following our investigation of this matter, it appears the advertisement was screened in error during the cinema programming referenced in the complaint. Please see attached a letter from Val Morgan Cinema Advertising confirming this and apologising for their error. Nevertheless, we have addressed the items you have requested in your letter.

We take our obligations in relation to responsible advertising seriously and we are happy to address the complaint. 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; specifically section 2.4 - Sex/sexuality/nudity S/S/N – general.

Section 2.2 of the AANA Code of Ethics requires that “Advertising or Marketing Communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.” We believe the Just Add COKE ZERO advertisement portrays a group of young people in scenes that that are neither exploitative nor degrading; they are a celebration of individuality, self-expression, youthful energy and friendship.

Section 2.4 of the AANA Code of Ethics requires that “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience”. Our intention, as with all of our advertising, is to engage our target audience, in this case male and female 18-29year olds. We believe the advertisement portrays the enjoyment of COKE ZERO by friends in scenes that reflect community standards, particularly amongst this demographic. The kissing scene referenced by the complainant is very brief and the couple are fully clothed.

We would argue that the level of sexualised interaction is not insensitive to prevailing community standards. In the 60 second cinema version of this TVC, the level of sexualised interaction, ie, dancing and a couple kissing in the final scene, would not be considered out of place in PG rated TV shows and movies. We note that we have not received any other consumer complaints in relation to this advertisement being of a sexualised nature.

Cinema placement

We took care when negotiating the placement of our advertising to comply with the AANA Code and with our own Responsible Marketing policy, which precludes amongst others marketing to children under 13.

In cinema placement, we instructed our media agency that the majority of audiences should be 18 plus, and that no ‘family’ films were to be included in the mix of titles. Our agency IKON put in every effort during programming negotiations to ensure children did not view the Just Add COKE ZERO advertisement. Val Morgan Cinema Network, set the restriction on classes of movies i.e. that the ‘Just Add COKE ZERO’ spot would not appear in conjunction with G, PG, Family or animated films.

Unfortunately, following receipt of the complaint and reviewing the bookings with our Media Agency, we have discovered that there was a programming error at Val Morgan Cinema Network. Due to a system abnormality, five screens of the ‘Just Add COKE ZERO’ advert were allocated in error to The Great & Powerful OZ, unbeknownst to Coca-Cola or IKON. Val Morgan Cinema Network has apologised for this error and has now put measures in place to prevent this from happening again (see attached letter from Val Morgan Group Sales Manager). We can also confirm that the ‘Just Add COKE ZERO’ campaign has now ended and the advertisement is no longer being screened in cinemas or on television.

We sincerely apologise to the complainant that he and his young children viewed in error the ‘Just Add COKE ZERO’ advert, and for any offence caused. Aside from this placement error, we are confident that the AANA Code of Ethics was followed in the production and placement

of the Just Add COKE Zero advertisement.

We are very 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 advertisement depicts sexualised behaviour which is inappropriate for viewing by children during a PG rated movie.

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

The Board considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience”.

The Board noted the advertiser’s response that although the advertisement had been classified with a “PG” rating the advertiser had requested that the advertisement only be played in movies targeted at adults and that its placement in this instance during a PG rated movie was an error on the part of the cinema network. The Board noted that the cinema network had confirmed to the advertiser that they had taken steps to ensure the advertisement was not placed in PG rated movies in the future.

The Board noted that the advertisement features young people engaging in various activities in various locations and that in the party scenes there are some close ups of young women dancing and thrusting their hips. The Board noted that all the actors in the advertisement appeared over the age of 18 and that they were all wearing clothing appropriate to their age and the activities they were undertaking. The Board considered that whilst some of the scenes showing young people dancing were sexualised in the Board’s view these scenes are very brief and overall the advertisement is relatively mild and does treat sex, sexuality and nudity with sensitivity to a PG audience.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

The Board then considered whether the advertisement was in breach of 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 the advertisement features a scene showing a man hitting a melon with a baseball bat so that it explodes , a scene where a man jumps off a ramp in to a small pool of water and another scene showing young people cycling though what appears to be a warehouse with sparks emitting around them

The Board noted that all the actors in the advertisement are portrayed as being in control of themselves and that the only drink visible is Coke Zero. The Board noted there is no suggestion that the actors have been drinking alcohol or that they are behaving in a manner which is reckless. The Board considered that the overall tone of the advertisement is of friends enjoying themselves in a responsible, alcohol free manner, the images of people are

fleeting and there is not a strong suggestion of unsafe or dangerous behaviour.

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

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