



Case Report

1	Case Number	0486/17
2	Advertiser	Coca-Cola South Pacific
3	Product	Food and Beverages
4	Type of Advertisement / media	TV - Pay
5	Date of Determination	08/11/2017
6	DETERMINATION	Dismissed

ISSUES RAISED

Food and Beverage Code 2.1 (a) - Misleading / deceptive

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features two men talking about how they make Barista Brothers beverage so delicious. Coffee beans are seen being treated like royalty with their own plane and deck chairs. The beans are manufactured to make the drink and then the milk beverage is poured into a glass of ice. The last shot shows the various flavours in the bottles and the words "the deliciousness is in the detail" appear on screen.

THE COMPLAINT

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

This is factually incorrect, coffee needs to be roasted at high temperature in an oven roaster and this ad is implying that their coffee roasting in the sun is a product benefit. It may mislead people to think this is a healthy/natural process which is incorrect.

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 letter regarding a complaint received in relation to Coca-Cola South Pacific Pty Ltd's (CCSP) Barista Bros Iced Coffee television commercial ('TVC') broadcast

on paid TV channel UKTV on 21 September 2017. We thank you for bringing this matter to our attention and respond to the points raised as follows:

The complainant claims that the depiction of the coffee beans ‘roasting in the sun’ is implying a product benefit.

The TVC focuses on the great tasting flavour of the product, and its cheeky and exaggerated tone makes clear that it is in no way intended to be a factual representation of how the product is actually produced. The TVC is intended to create a fantastical world where each bean is perfectly created to create the perfect taste.

CAD Reference & CAD Classification

As this complaint is in relation to a channel on paid TV, we note the CAD Reference is not relevant. However, for ease of reference and for your records the CAD Reference number is W510PNAA and the commercial is classified W (General/Care in Placement). The spot lists for the commercial are attached.

Details of the media in which the advertisement appeared

The complainant viewed the advertisement on the paid TV channel UKTV on 21 September 2017. CCSP’s media buyer, Universal McCann, buys advertising in accordance with The Coca-Cola Company’s Responsible Marketing Policy, a copy of which is attached. In accordance with the Responsible Marketing Policy, Universal McCann did not place the Advertisement in any television programs where the audience is predominantly children. As set out in the Responsible Marketing Policy, the Company defines media that directly targets children as media in which 35% or more of the audience is composed of children under 12.

Comprehensive comments in relation to the complaints

Advertiser Code of Ethics

CCSP acknowledges that the ASB will review the advertising against the entirety of section 2 of the Code of Ethics including discrimination or vilification (2.1), sexual appeal which is exploitative and degrading (2.2), violence (2.3), treating sex and sexuality with sensitivity (2.4), obscene language (2.5), health and safety (2.6) and content that is distinguishable as advertising (2.7). We have considered each of the provisions of section 2 of the Code of Ethics against the content of the Barista Bros Iced Coffee TVC and it is CCSP’s view that the TVC does not contain any material which breaches section 2 of the Code of Ethics.

Food & Beverages Code

The complaint raises potential issues under section 2.1 of the AANA Food & Beverage Advertising & Marketing Communications Code (‘Food & Beverages Code’) which provides that:

2.1: Advertising or Marketing Communications for Food or Beverage Products shall be truthful and honest, shall not be or be designed to be misleading or deceptive or otherwise contravene Prevailing Community Standards, and shall be communicated in a manner appropriate to the level of understanding of the target audience of the Advertising or Marketing Communication with an accurate presentation of all information including any references to nutritional values or health benefits.

The complaint has specially expressed concern that the TVC “is factually incorrect, coffee

needs to be roasted at high temperatures in an oven roaster and this ad is implying that their coffee roasting in the sun is a product benefit. It may mislead people to think this a healthy/natural process which is incorrect.”

We do not agree that the TVC implies a health benefit from ‘coffee roasting in the sun.’ At no point during the TVC are there any claims of a ‘health benefit’ and we consider that it unlikely that such an implication could be drawn from the target audience. Section 2.1 states that advertising should not be designed to mislead or deceive and should be communicated in a manner appropriate to the level of understanding of the target audience. The satirical nature of the TVC and the target audience to which it is aimed is, in our view, highly unlikely to lead to a belief that such a claim was being made or implied.

Further, it is clear from the satirical nature of the TVC that it is not a factual representation of how the product is actually produced. Rather, it is aimed to create an over-the-top hyperbolic depiction to be enjoyed by viewers as a humorous and comical representation of ‘how we make Barista Bros so delicious’. Due to the heavily exaggerated and comical nature of the TVC, we are confident that it is clear to viewers that this is not the actual process in which our beans are roasted. Therefore, it is CCSP’s view that section 2.1 of the Food & Beverages Code been has not been breached.

Conclusion

As a global iconic brand, The Coca-Cola Company takes its obligations to do business with integrity and engage in ethical conduct very seriously. Our business is built on this trust and reputation.

It is CCSP’s view that the Barista Bros Iced Coffee television commercial complies with all elements of the Code of Ethics and Food & Beverages Code. CCSP takes its obligations in relation to responsible advertising very seriously. We consider that when assessed against the relevant Code provisions and the relevant audience, the advertisement does not breach the Code.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches the AANA Food and Beverages Advertising and Marketing Communications Code (the Food Code).

The Board noted the complainants’ concerns that the advertisement is false in its suggestion that coffee beans are roasted in the sun.

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

The Board noted that the product advertised is food and that therefore the provisions of the AANA Food and Beverages Advertising and Marketing Communications Code (the Food Code) apply. In particular the Board considered section 2.1 of the Food Code which provides:

'Advertising or marketing communications for food ...shall be truthful and honest, shall not be or be designed to be misleading or deceptive or otherwise contravene prevailing community standards, and shall be communicated in a manner appropriate to the level of understanding of the target audience of the Advertising or Marketing Communication with an

accurate presentation of all information including any references to nutritional values or health benefits.'

The Board noted that the advertisement depicts two men depicted as coffee roasters, watching the process used from start to finish to make the flavoured milk beverage. One of the parts of this process is the roasting of the coffee beans. The advertisement shows individual beans on deck chairs baking in the sun light. One of the men uses tongs to pick up and roll one of the beans over in its chair. The voiceover at that point says "we roast them with the power of the mighty sun." The final screen shows the bottles of product including the iced coffee flavor and the text reads "the deliciousness is in the detail."

The Board noted that complainant's concern that the advertisement may mislead people into thinking that roasting the beans in the sun is a healthy/natural alternative.

The Board noted that the advertisement does not make any claims regarding the benefits of roasting beans in the sun. The Board further noted there is genuine community concern regarding the truthful representations of products and in particular food products.

The Board noted that the entire advertisement has a comical and farcically humorous style and the two men are dressed in an old fashioned manner and the equipment used is meant to look old fashioned.

The Board noted that the overall tone of the advertisement is satirical and that other scenes include the beans being flown in by jet, placed on individual pillows and crushed by a machine called "care."

In the Board's view, most members of the community would recognise and accept the comical nature of the advertisement and would not be misled about the processes for importing the coffee beans, crushing the beans or for roasting the coffee beans.

The Board considered that the content of the advertisement was communicated in a manner appropriate to the level of understanding of the target audience and did not breach Section 2.1 of the Food Code.

Finding that the advertisement did not breach the Food Code the Board dismissed the complaint.