



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0494/11</b>
<b>2</b>	<b>Advertiser</b>	<b>Coca-Cola South Pacific Pty Ltd</b>
<b>3</b>	<b>Product</b>	<b>Food and Beverages</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV</b>
<b>5</b>	<b>Date of Determination</b>	<b>04/01/2012</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.3 - Violence Cruelty to animals

### DESCRIPTION OF THE ADVERTISEMENT

The share a coke with Alex advertisement features a range of shots of people called Alex in different situations. In one scene we see a female Alex appearing as though she is about to strike a kangaroo.

### THE COMPLAINT

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

*I found this offensive and a cruelty to animals. It may promote cruelty, violence against the animal. It is disrespectful of our country's iconic animal. I would like for the image to be removed from the advert.*

### THE ADVERTISER'S RESPONSE

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

*We understand from the complaint that the complainant believes the advertisement contravenes section 2 of the AANA Advertiser Code of Ethics, specifically section 2.3 cruelty to animals.*

*The commercial features a static image of a female 'Alex' doing a 'comic book' style karate chop on a stuffed kangaroo. The image does not include a live kangaroo and is not portraying actual violence against an animal.*

*As with the rest of the 'Share a Coke' campaign, the ad aims to encourage people to share a Coke with a friend. There is no intention to encourage violence of any kind.*

*Our intention, as with all of our advertising, is to engage our target audience. We thank you for contacting us regarding this advertisement however in this instance we disagree that we have contravened section 2 of the code.*

*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 and condones cruelty to animals.

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

The Board considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 of the Code states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised."

The Board noted that the advertisement features various images of different people called Alex and that one Alex is shown in photographic holding a life-size stuffed kangaroo as though about to perform a karate chop on it.

The Board considered that the kangaroo used in the advertisement is clearly a stuffed kangaroo and that the image is intended to be humorous and lighthearted. The Board considered that most members of the community would not consider the image to be a real life situation or behaviour that would be mimicked with a real kangaroo.

The Board noted that, although the advertisement suggests that the young woman is about to karate chop a stuffed kangaroo, no actual violence is shown.

Overall the Board considered that the advertisement did not depict or condone cruelty to animals and did not breach Section 2.3 of the Code.

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

