



CASE REPORT

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| 1. Complaint reference number | 1/08 |
| 2. Advertiser | Coca Cola South Pacific Pty Ltd (Summer 2007 - We're All In This Together) |
| 3. Product | Food & Beverages |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Race – section 2.1 |
| 6. Date of determination | Wednesday, 16 January 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement, with a backing vocal "We're all in this together", shows a variety of people going about daily activities encased in bubbles and drinking Coke. As they share the drink, the bubbles start to merge together, and when joined into a group of larger bubbles they all head for the beach for a party. The bubbles burst upwards from Earth into space and we see they are Coke bubbles, as text reads "The summer of us on the Coca Cola side of life."

THE COMPLAINT

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

What offends me the most about this advertisement is the commercials message that 'we are all in this together' and can bond harmoniously as one by drinking the Coca Cola beverage. The fact of the matter is that the advertisement seeks to ostricise the majority of people watching the advertisement, seemingly telling them that they are not a welcome member of our society. With the exception of one older lady and one gentleman with dark skin, the advertisement is devoid of anybody other than anglo-Australians aged between 18 and 25. The message of the advertisement seems to be that if you are young and white, you are welcome to celebrate by drinking Coke on the beach, to the exclusion of all others. This is hardly a positive message, especially in light of last years Cronulla Beach riots.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

Coca-Cola has a long history in Australia of producing exciting and iconic summer themed TV commercials and summer 07/08 is no exception. For this summer season, Coca-Cola is celebrating the insight that many people spend more time out and about, meeting friends and making new friends during this time. The campaign is titled 'The Summer of Us' and includes TV advertising, outdoor advertising and sampling to bring this theme to life. Therefore, the Coca-Cola Summer TVC focuses on the connections people make during the summer and the excitement they experience when they are out enjoying the warmer weather.

As with all our commercials, we are attempting to entertain and engage consumers in the brand, and has been developed to appeal to our target audience.

We work very hard to ensure all our advertising is executed with sensitivity to the community. This television commercial includes a significant number of people and a range of ages and appearances are represented in this advertising.

Therefore, we do believe that this TVC is not discriminatory and therefore does not breach section 2 of the Advertiser Code of Ethics.

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 complainants' concern that the advertisement discriminates against non-Anglo Australians by having a limited number of non-Anglo people in the advertisement.

The Board viewed the advertisement and considered that the advertisement did feature a larger proportion of Anglo appearing people, but that the advertisement does conclude with the bubbles spreading around the world. While the advertisement does not appear to depict a broad range of racial or ethnic diversity in what is meant to be Australia, the message of the advertisement is inclusive.

The Board considered that the lack of racial diversity of people used in an advertisement is not of itself discriminatory or vilifying of any section of Australian society and is not in breach of Section 2.1 of the Code.

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