



CASE REPORT

1. Complaint reference number	106/99
2. Advertiser	Coca-Cola South Pacific Pty Ltd (diet coke)
3. Product	Food
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 13 April 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement comprises text and a photograph. On the one side of the advertisement the following words are included in the text, ‘diet Coke guy? You tell us...who’s to say what makes an ideal guy? It’s something different for each of us. For some it’s a romantic quality, for others, someone who makes them laugh...Only you know what makes your ideal guy....’ Below this body of text are details regarding a competition and an entry form. On the other side of the advertisement is a photograph of three women seated on a bench on the street. Each is displaying with a different number/score (10, 6, 7 respectively). They are all surveying a passing male shown dressed in jeans and a grey tee-shirt and black boots (face out of the picture). The words, ‘Who’s your ideal’ are superimposed in red print just above the photograph of the three women.

THE COMPLAINT

Comments which the complainant made regarding this advertisement included the following:

‘...Diet Coke ad for a competition...the magazine ad depicts three women giving scores out of ten to a male walking past (face obscured)...I find (the advertisement) offensive in both the way (it portrays) women behaving and supposedly wanting and also, perhaps more so, in the way (it portrays) men, ie as creatures who are only here to supply money and pleasure to women. If such ads were reversed, there would be an outcry over their sexist portrayal of women.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the portrayal of the people concerned did not constitute discrimination or vilification, would not offend prevailing community views and standards and did not breach the Code. The Board dismissed the complaint.