



CASE REPORT

1. Complaint reference number	128/01
2. Advertiser	Coca-Cola South Pacific Pty Ltd (Coca-Cola - Night Swim)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3 Health and safety – section 2.6
6. Date of determination	Tuesday, 12 June 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This music-tracked television advertisement opens on a beach scene at night where a group of young people are portrayed ‘skinny-dipping’ in the illumination of the lights of their vehicle. One of the group, apparently a young man, runs out of the water and is seen from a distance dancing on the beach (genitals obscured) in front of the others before taking a drink from a bottle and returning to the surf. The advertisement ends with a music-accompanied graphic saying ‘Life tastes good.’

THE COMPLAINT

Comments which some of the complainants made regarding this advertisement included the following:

‘I believe the advertisement encouraged skinny dipping at night at the beach or water hole which is an unsafe practise. It also showed inappropriate behaviour for young teenagers viewing ...’

‘The ad contained a level of nudity that I believe does not meet the FACTS guidelines for content viewable during a PG airtime.’

‘I find this ad offensive as it seems to be showing young people (say between 15 and 18) that “this is how young people behave” (i.e. this how YOU should behave) and “this is real FUN!”.’

‘Do we have to be subjected to this low degrading type of advertising or can we see the standard lifted much higher.’

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 scene depicted in the advertisement did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity nor did it depict material contrary to prevailing community standards on health and safety. As the advertisement did not breach the Code on any these or other grounds, the Board dismissed the complaint.