



CASE REPORT

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| 1. Complaint reference number | 130/99 |
| 2. Advertiser | Coca-Cola Amatil Ltd (Mount Franklin) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 May 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement, set to (soul) music, the lyrics of which include the words, ‘Oh yeah...feels so good...honey...oh yeah...’ shows close up footage of two snails involved in mating ritual. The visuals are followed by the words, ‘another feel good moment’ (superimposed on the screen) and then a visual of a bottle of Mount Franklin water.

THE COMPLAINT

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

‘The slogan can be interpreted as portraying a bottle of water being as exciting as sex. However, I cannot understand the significance and appropriateness of this comparison, and was quite offended by it. My reaction was heightened when I was questioned by my children as to what the snails were doing and why they were doing it...I feel the ad should be removed from the air or at the very least to be moved to a time slot when children are not likely to be viewing.’

‘(The advertisement) depicts two snails copulating. Whilst this in itself is not offensive, the audio that goes with it is uncalled for...My 13 year old son and 10 year old daughter saw the advertisement and found it “disgusting.” ‘

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 advertisement’s treatment of the subject matter did not constitute a breach of the Code and would not offend prevailing community views and standards. The Board dismissed the complaint. Board members noted the obvious contextual humour of the advertisement.