



CASE REPORT

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| 1. Complaint reference number | 149/04 |
| 2. Advertiser | Coca Cola Australia (Diet Vanilla Coke) |
| 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, 13 July 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a blindfolded woman conducting ‘tests’ on the smoothness of Diet Vanilla Coke. She ‘tests’ it compared to the smoothness of a male’s torso by licking his torso. She decides that the Diet Vanilla Coke is smoother but licks the man’s torso again to do more research. The tagline is: “Experiment a little”.

THE COMPLAINT

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

“I found this advert to be sleazy and in bad taste (pun). I feel that this is really a very low standard of advertising. ‘Sex may sell’ but not necessarily Coke which of course is aimed at our young viewers.”

“It’s a pretty low concept for the product they are trying to sell, and it feels like watching porn in the middle of a TV show.”

THE ADVERTISER’S RESPONSE

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

“In the production of this TVC we went to great lengths to portray this scenario with good taste and sensitivity and ensured the tone and manner of the advertisement was playful, light and amusing.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board considered that in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.