



CASE REPORT

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| 1. Complaint reference number | 156/06 |
| 2. Advertiser | Coca Cola South Pacific Pty Ltd (Zero) |
| 3. Product | Food & Beverages |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Sunday, 9 April 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement has a black background and features a bottle of Zero, and a sketch of a woman and dog. The text reads “We have real taste and zero sugar. Now demand hot women with zero miniature pets” and “Just by drinking Coca-Cola Zero you can help us Sponsor a Fully Grown Man. The zeromovement.com”.

THE COMPLAINT

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

It is very sexist and could be considered discriminatory and it also contributes to stereotypes which are no longer accepted in our diverse society.

THE ADVERTISER’S RESPONSE

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

Coca Cola Zero is aimed at 20 – 29 year old men. Therefore, we have developed a marketing campaign which is irreverent, humorous and light hearted.

There is no intention that the content be sexist...There is no intention to offend anyone but rather to make consumers smile and think about the creative proposition.

I submit that the content of the advertisement is executed with sensitivity to the audience.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”). In particular the Board considered whether this advertisement breached section 2.1 of the Code.

The Board accepted the advertisers’ statements that the advertisement was intended to make consumers smile and think about the creative proposition. The Board accepted that humour was used effectively in this advertisement and as a result the advertisement did not breach section 2.1 of the Code.

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