



CASE REPORT

1. Complaint reference number	164/98
2. Advertiser	Coca-Cola South Pacific Pty Ltd (Coca Cola)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 October 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows two children in a variety of settings. A woman (presumably their mum) is heard talking about the children (female voiceover). She is saying things such as, ‘You get them goldfish, they want an Orangutan...you buy them a mini van...they want a sports car...you give them fruit and they want ice-cream...’. The advertisement draws to a close with the woman saying, ‘And finally, you give them Coca Cola’ (the advertisement shows the two children looking pleased and each holding a full glass of Coca Cola. An open bottle of Coca Cola is standing alongside them). The woman herself is, sitting down and also holding a glass of Coke. She continues on to say, ‘And guess what?...They still want the Orangutan (The advertisement shows the Orangutan jumping up behind the woman’s chair). The advertisement ends with the words ‘Drink it. Love it. Always.’ Alongside the Coca Cola logo superimposed on the screen.

THE COMPLAINT

Comments the complainant made about the advertisement included:

‘I work....as a Dental Therapist...spend my days trying to convince young patients and their ignorant parents to choose milk, juice or water to drink...many of my 4 year old clients have been given Coca-Cola in their baby bottle because their mother or father thinks its part of their normal diet...I am studying health promotion at university and the outstanding message is that we need collaboration between Television networks; advertisers and Government bodies such as yourselves to the RIGHT health messages across... We all pay for poor health outcomes associated with consumption of junk foods, including Coca-Cola.’

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 was of the opinion that the advertisement did not breach the Code and did not depict material contrary to prevailing community standards on health and safety.