



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 17/98 |
| 2. Advertiser | Coca-Cola South Pacific Pty Ltd (Diet Coke) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 14 April 1998 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a series of women rushing to an appointment in an office block. All the women, on arrival, announce that they are there for their (respective) '11.30' appointments. A bare-chested man is shown cleaning the windows and drinking a can of 'diet Coke' outside the waiting room in which the women are seated. The women are looking admiringly at the window-cleaner when one remarks, 'No wonder it is so difficult to get an appointment here.'

THE COMPLAINT

Comments the complainant made about the advertisement included:

'This advertisement is nothing short of reversed sexism, and if the roles were reversed by having a busty female in a similar situation and group of men leering over her, the feminist groups would be voicing their disapproval.'

THE DETERMINATION

The Advertising Standards Board ('the Board') determined that this advertisement did not breach Section 2 of the Advertiser Code of Ethics and accordingly dismissed the complaint.