



CASE REPORT

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| 1. Complaint reference number | 189/03 |
| 2. Advertiser | Coca-Cola South Pacific Pty Ltd |
| 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, 10 June 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a restaurant scene. After serving an attractive female customer a Coca Cola drink, a waiter asks if she would like to win \$100,000 “just for taking your top off.” The camera shows a back view of the woman complying, to the evident surprise of the waiter, who says: “Just for taking the top off your Diet Coke.” The woman shrugs and the waiter leaves as a voiceover states: “Win \$100,000 just by taking the specially marked top off your Diet Coke.” The advertisement concludes with a representation of the product and accompanying text reading: ‘Also 10 x \$1,000 cash prizes. 10 x Online Savings Accounts with HSBC each credited with \$1,000.’

THE COMPLAINT

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

“This ad, shown in prime time, is indecent, suggestive and pornographic.”

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 noted the advertiser’s response to the complaint, stating: ‘the woman portrayed is shown as simply making a humorous mistake and is not shown in a sexual manner.’

On determination that the depiction did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity, and did not otherwise offend the Code, the Board dismissed the complaint.