



CASE REPORT

1. Complaint reference number	190/98
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 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 October 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement, set to music (female vocalist) the lyrics of which include ‘I just want to make love to you’, shows a series of women seated at their desks in an open plan office. A man emerges from a lift delivering diet Coke. The women are all shown to be admiring the man. One of the women appears to be undoing the top button of her blouse and another turns over a photograph of a man that is on her desk.

THE COMPLAINT

Comments the complainant made about the advertisement included:

‘(the ads) are pathetic, disgusting (sic) and sexist...and further more, if you had an ad on television with an office full of men in suits drewling (sic) over a female window washer in a bikini, I’m quite sure the feminist movement would have something to say about that. If its not O.K. for men to do it then its not O.K. for us to do it. That’s equality.’

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’s portrayal of the people concerned did not constitute discrimination or vilification and did not breach the Code. The Board dismissed the complaint.