



CASE REPORT

1. Complaint reference number	193/99
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 Other - Miscellaneous
6. Date of determination	Tuesday, 8 June 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins a scene of an apparent traffic jam on an elevated dual carriage highway. An illuminated sign shows the words ‘Turn off engine ... 60 min. delay’. A group of men is shown getting out from a stopped bus on one side, then another group of men from another bus from the other side. One of the men produces a football and various shots are then shown of the men kicking and catching the ball from one side of the highway to the other. In one scene, a man is seen landing on the bonnet of a stopped car while catching the ball. In the background, a song is heard with the lyrics ‘Boys will be boys ... Boys will be boys, etc’. In the final scene, as one man kicks the ball, another simultaneously throws a bottle of Coca-Cola. A man on the other side catches the bottle, shakes it and sprays it over the other men.

THE COMPLAINT

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

“No bus driver would allow his or her passengers in such a dangerous place ... children, for instance, copy what adults do.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that advertisement did not depict material contrary to prevailing community standards on health and safety. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.