



CASE REPORT

1. Complaint reference number	196/98
2. Advertiser	Pepsi-Cola Bottlers Australia
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, 10 November 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a set of adolescent twin boys. One is drinking a can of Coca Cola ('the first boy') and the other a can of Pepsi Cola ('the second boy'). The second boy says to the first, 'So, do you ever think about the future?' to which the first replies, 'All the time.' The advertisement then shows a sequence of what is clearly the first boy's dream or fantasy in which he is shown performing heroically in a cricket match/context. The second boy's dream/fantasy sequence shows him, clad in a white jacket, opening a door onto a waiting room filled with bikini clad women. He says, 'Next...' and one of the women gets up and walks toward him. Her approach is shown in slow motion and includes various close ups of her upper body. She accompanies the second boy into a cubicle/room. As he closes the door behind them, a sign on the door is shown saying, 'Trevor's Bikini Waxing.' The ad concludes with a shot of the two boys again. The first is shown quizzically looking at his can of Coca Cola. The advertisement then zooms in on the can of Pepsi-Cola and concludes with the words (superimposed on the screen) 'Pepsi ...Generation Next'.

THE COMPLAINT

Comments the complainants made about the advertisement included:

'I believe this add portrays females purely as physical sex objects, a situation made worse by the fact that the male actors are obviously prepubescent.'

'(The advertisement) clearly implied that women's sole purpose is the sexual gratification of the youth. Women's overall position in society is not enhanced (by this depiction)...Such representations may cause them harm as a group because they operate to reinforce the view that women are subordinate to men...strong suggestion that women are little more than a collection of body parts to be used for men's sexual satisfaction and entertainment.'

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 determined that the advertisement's portrayal of the character's concerned did not constitute discrimination or vilification and did not breach the Code. The Board dismissed the complaint.