



CASE REPORT

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| 1. Complaint reference number | 20/98 |
| 2. Advertiser | Coca-Cola South Pacific Pty Ltd (Sprite) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 14 April 1998 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

A woman is shown comparing the effectiveness of a (fictitious) detergent with that of 'Sprite' by dipping soiled laundry into two separate (laundry) bowls, one of which is labelled as containing detergent and the second, 'Sprite'. When 'Sprite' appears to be ineffective as a stain remover, the woman proceeds to drink a bottle of 'Sprite'. She then drinks the contents of the second (laundry) bowl.

THE COMPLAINT

Comments the complainant made about the advertisement included:

'I feel.....that this kind of advertising does nothing to promote safety around the home, especially where children are concerned.I'm sure you are aware that many household cleaning agents.....are sold in plastic bottles not too dissimilar to a sprite bottle and, in the case of a disinfectant, just as colourful to a child's eye. Any young child would be forgiven for thinking that it's ok to drink the contents of any one of these products, especially after seeing an adult do the same on Telly!'

THE DETERMINATION

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

The Board was of the opinion that the advertisement did not contravene prevailing community standards on health and safety and accordingly dismissed the complaint.