



CASE REPORT

1. Complaint reference number	202/00
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, 11 July 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement, set to a song with lyrics ('Got you where I want you') portrays a woman, freshly showered and wearing a bath robe, who sits at a bedroom mirror and strokes a bottle of Diet Coke. She dons a floral halter dress and strokes her body while looking in a full-length mirror. She checks her appearance in a foyer mirror before leaving the house. A young man, apparently a gardener, is sitting on the lawn drinking a can of Diet Coke. The woman, aware for the duration that the young man is watching her, walks to the mailbox and back and smiles. Text appears on-screen: 'Diet Coke. Live a little.'

THE COMPLAINT

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

'I find (this advertisement) to be unnecessarily sexually oriented.(this type of advertisement does) not enhance the sponsor's product and degrade(s) women and their sexuality.'

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 the material within the advertisement did not contravene prevailing community standards in its treatment of sex/sexuality/nudity and did not constitute discrimination or vilification. The Board, accordingly, dismissed the complaint.