



CASE REPORT

1. Complaint reference number	260/04
2. Advertiser	Coca-Cola South Pacific Pty Ltd (Recharge)
3. Product	Food
4. Type of advertisement	Outdoor
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 12 October 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is an outdoor advertisement that depicts a bottle of Sprite Recharge and the tag line is “The Refreshment of Sprite and the energy of a flasher in a straight jacket.”

THE COMPLAINT

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

“Flashing – in its most common form: men exposing their genitalia to women, usually when women are alone and vulnerable – is a form of sexual assault. It can easily escalate from there into more serious forms of sexual assault.”

“In a culture where one in three women are estimated to have suffered sexual assault as some point in their lives, this advert is degrading, offensive and dangerous.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“The Recharge by Sprite billboard, is part of a wider campaign that is designed to be both irreverent and humorous. This billboard execution has been specifically designed for the Kings Cross site, and is tailored to the night-time environment of the area.”

“I submit that the location of the billboard, and the content, is intended to be amusing, and is executed with sensitivity to the audience, and accordingly is not a breach of the Code of Ethics.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board found that the depiction did not contravene the provisions of the Code relating to violence.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.