



CASE REPORT

1. Complaint reference number	296/99
2. Advertiser	Coca-Cola South Pacific Pty Ltd (Coca Cola)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 14 September 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows four young men arriving in a 4WD vehicle at the top of a large series of sand dunes. One says to the others 'So, where's the surf?' as a scene of a flat sea below is shown. The men bring out an esky full of ice and Coca Cola bottles which they proceed to drink. One of the men, sitting on the esky lid, drops a bottle down the sand dune. One of the others pushes him from behind and he 'surfs' down the dune on the esky lid. The other men look excitedly at each other and then proceed to 'surf' down the dune on a variety of objects – a 'for sale' sign, a blanket, a large wok and an electric guitar. In the final scene, they are showing drinking and spraying each other from Coca Cola bottles, with the superimposed words 'Love It ... Drink It ... Always'.

THE COMPLAINT

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

"This form of dune destruction is discouraged by environmental organisations ... the message is very clear ... enjoy destroying your environment whilst you enjoy drinking Coke."

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 actions of the men depicted in the advertisement did not offend prevailing community views and standards, noting that the recreational use of beaches is commonplace and unlikely to be influenced in any way by this particular advertisement. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.