



## **CASE REPORT**

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| 1. Complaint reference number | 302/99   |
| 2. Advertiser                 | Coca-Cola South Pacific Pty Ltd (Coca Cola 600mL bottle) |
| 3. Product                    | Food   |
| 4. Type of advertisement      | Radio  |
| 5. Nature of complaint        | Violence Other – section 2.2                             |
| 6. Date of determination      | Tuesday, 14 September 1999                               |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The radio advertisement commences with an announcer saying ‘How to tell you buddy from your mate. The label test. Rip the label off your 600 ml Coca-Cola buddy’. A tearing sound is heard as the announcer continues, describing the various prizes and discounts that can be won. The announcer then says ‘Rip the label off your mate and ...’, the tearing sound is again heard, a man’s voice saying ‘That was my good shirt you weirdo’ and the sound of a punch is heard. The advertisement concludes with the announcer saying ‘The 600 ml buddy from Coca-Cola. Your friend when you’re thirsty. More refreshing than your mate’.

## **THE COMPLAINT**

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

*“Coca-Cola widely markets its products in licensed premises in conjunction with alcohol and it is this mixing of drinks and violence in advertising that is unethical and socially unconsciencable (sic).”*

## **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 advertisement did not breach the Code and would not offend prevailing community standards. It was noted that the exchange between the two men was clearly fictitious and presented in a humorous context. The Board, accordingly, dismissed the complaint.