



## **CASE REPORT**

1. Complaint reference number	306/02
2. Advertiser	Coca-Cola South Pacific Pty Ltd
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 10 December 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts a young couple, with the female in the bathroom preparing to go out while the male is pretending to be asleep on a lounge in front of the television. The telephone is heard ringing and the young girl calls out: "Can you get it?" Exasperated, she eventually answers the telephone only to find it is from the male, who says: "While you're up can you change the channel?" On-screen text details the terms and costs of SMS messaging ahead of depiction of a mobile phone and details of a competition. A voice-over says: "Grab a 600ml Coke and use your mobile phone to find out instantly how much you have won." The final image depicts a bottle of Coca-Cola together with a Telstra logo.

## **THE COMPLAINT**

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

*"In supposed times of equality, such a stereotypical ad of men being domestically poor and lazy, shows no respect for women...Bad taste and very poor application."*

*"...it is clearly giving the wrong impression that females are there to be ordered and told what to do by men..."*

## **THE DETERMINATION**

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

The Board determined that the content of this advertisement did not contravene the Code in relation to discrimination (sex) or vilification, or breach the Code on any other grounds.

Accordingly, the Board dismissed the complaint.