



CASE REPORT

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| 1. Complaint reference number | 327/06 |
| 2. Advertiser | Coca Cola South Pacific Pty Ltd (Nestea) |
| 3. Product | Food & Beverages |
| 4. Type of advertisement | Internet |
| 5. Nature of complaint | Discrimination or vilification Religion – section 2.1
Other - Social values |
| 6. Date of determination | Tuesday, 12 September 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This internet advertisement features singer Robbie Williams and announces a competition with the words “Want to wash away your sins with Robbie on his European tour? You’ll fly over to Europe , join the tour and commit a few sins of your own for cash. Wash away your sins with Nestea Iced Tea”.

THE COMPLAINT

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

To introduce the concept of drinking Nestea will “wash away your sins” is making that which people should be ashamed of and turning it into something laughable and fun, almost something to be proud of. Should the people that are out there stealing, lying (sic) murdering, raping and committing all sorts of crimes and inhumanities be made to think that their sins will be washed away by drinking Nestea?

It’s encouraging our society, especially the youth, to have a total disregard for good morals and ethics. It makes a joke of SIN and desensitises people of the shame and consequence associated with immoral behaviour. This ad PLAINLY says that it’s okay to disrespect and hurt others.....

If you look in the dictionary it defines sin as “Something regarded as being shameful, deplorable, or utterly wrong”.

There is only ONE way to have your sins washed away....and drinking Nestea is not it!! I find this campaign offensive, thoughtless and I believe it will post both political and religious uproar amongst the local and national community and trivialise crime, immoral and harmful behaviour.

THE ADVERTISER’S RESPONSE

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

The Nestea “Wash Away Your Sins” promotion is a tongue-in-cheek campaign designed to appeal to 18 – 25 year old men and women, which gives consumers the chance to win tickets to see Robbie Williams perform in Europe .

The campaign is intended to be fun and to engage our consumers who are looking for a refreshing drink that carries the goodness of antioxidants and no artificial additives.

We are always mindful to undertake advertising with sensitivity, taking into account what is appropriate to our target audience. There is no intention to offend anyone but rather to deliver a fun promotion which will amuse and excite our consumers.

THE DETERMINATION

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

The Board noted the complainant’s concern about the use of the words ‘wash away your sins’ in the context of an advertisement for a beverage.

The Board considered it extremely unlikely that any person reading the advertisement would think that consumption of the advertised product would be likely to result in absolving of sin – whether in a religious or legal sense. The Board considered that the advertisement would be seen as a tongue-in-cheek manner of advertising the product and a particular competition.

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