



CASE REPORT

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| 1. Complaint reference number | 392/03 |
| 2. Advertiser | Cool Aqua Springs |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 November 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a man eyeing an attractive young girl. Whilst trying to impress her, the water bottle he is carrying explodes, covering him in water.

THE COMPLAINT

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

“I find it offensive and degrading to women, if not to men...especially when the man is being voyeuristic, is entirely lacking taste, to say the least.”

THE ADVERTISER’S RESPONSE

The advertiser did not submit a written response.

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 that there were no overtly sexual references made in the advertisement.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex, sexuality or nudity.

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