



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 58/01                                       |
| 2. Advertiser                 | Coca-Cola South Pacific Pty Ltd (Coca-Cola) |
| 3. Product                    | Food  |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Health and safety – section 2.6             |
| 6. Date of determination      | Tuesday, 10 April 2001                      |
| 7. DETERMINATION              | Dismissed                                   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts a scene where a male adult takes a fire hose from the balcony of a two-storey building, and hoses down another male carrying a surfboard and group of young people in an open-topped vehicle, before jumping into the water-filled vehicle where the group is swimming around.

## **THE COMPLAINT**

Comments which the complainant made regarding this advertisement include the following:

*'The activity is illegal—WorkCover can prosecute people misusing items provided in the interests of health and safety. As an accredited trainer, I see this activity setting a poor example to young people.'*

## **THE DETERMINATION**

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

Commending the advertiser for responding to advice of the complaint with an assurance that, while not accepting that the advertising could be interpreted by audiences as promoting misuse of health and safety equipment, it would delete a key scene featuring the hose reel from the television commercial, the Board determined that the advertising did not depict material contrary to prevailing community standards on health and safety. The advertisement did not breach the Code on these or any other grounds and, accordingly, the Board dismissed the complaint.