



CASE REPORT

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| 1. Complaint reference number | 58/02 |
| 2. Advertiser | Coca-Cola South Pacific Pty Ltd (Coca-Cola) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2
Health and safety – section 2.6
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 12 March 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This music-backed television advertisement opens on a group of men riding camels in a desert. One of the men has a drink of Coca-Cola and then is shown turning up the volume on a portable radio strapped onto the camel he is riding. The camel surges forward, to the amusement of the other riders now also seen to be consuming Coca-Cola, and as they all charge after the first rider it is clear their luggage includes surfboards. When they arrive at the sea, the men celebrate by pushing each other into the surf. The advertisement concludes with stylised Coca-Cola signage and a superimposed caption reading 'Life tastes good' over vision of one of the camels drinking from a bottle of Coca-Cola.

THE COMPLAINT

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

"At the end of the ad, one man shoves a bottle of the Coca-Cola into the mouth of the camel (simulated I assume) to music with lyrics saying 'it doesn't have to be sophisticated' followed by a line to the effect of 'as long as it's mutilated'...endorsing animal cruelty."

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 noted advice from the advertiser that RSPCA approval had been sought for the initial concept and script, and a veterinarian had been present throughout the shooting of the commercial.

The Board determined that the advertisement did not offend the Code in relation to health and safety, nor the depiction of violence.

It further determined that the advertising did not contravene any other provision of the Code and, accordingly, dismissed the complaint.