



CASE REPORT

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| 1. Complaint reference number | 58/03 |
| 2. Advertiser | Coca-Cola South Pacific Pty Ltd |
| 3. Product | Food |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 March 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement is similar to that of Complaint 38/03 in featuring a woman in a red bikini on a sun lounger chair positioned outdoors in front of an electric fan, sipping a bottle of Coca-Cola under a headline reading: ‘You Know You Want It.’ Coca-Cola signage appears at the bottom of the advertisement, with the strap line: ‘Real Refreshment.’

THE COMPLAINT

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

“I think this just adds to the notion that all women dressed in a sexy? (modern) fashion ‘want it.’ Everyone knows what ‘SHE WANTS IT’ means in our society, it means she wants sex...just because women dress in a certain way does not mean they want sex..”

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 considered that most people viewing the advertisement would not be offended by the image and/or text, and determined that it did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity.

As the material did not contravene the Code on any other grounds, the Board dismissed the complaint.