



CASE REPORT

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| 1. Complaint reference number | 7/01 |
| 2. Advertiser | Columbian Cola Drink Company |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 February 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement, set in a house, portrays a woman speaking to camera. She says, ‘Good taste is really important to me. I like things that are high-powered (she strokes her chin and the camera pans back to show that she is seated before a fireplace with a bottle of the product), responsive (to a shot of her legs and part of a lace bra revealed beneath her shirt), full of life and with plenty of grunt that’ll go all night - and that’s what’s in my choice of drink.’ The product is shown left of screen as she walks into a bedroom with a (Columbian Cola) bottle. A voiceover says, ‘For maximum energy, great taste and all-night go, get with the Cola that’s not for wimps. Columbian Cola.’ The woman is again shown speaking to camera: ‘And in my men, I like great bodies, big feet.’

THE COMPLAINT

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

‘..... I thought it was promoting a late night sex line. This is a blatantly (sic) chauvenistic (sic) advertisement’

THE DETERMINATION

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

The Board was of the view, given the satirical intent of the advertisement and its late-night timeslot, that the material within it did not contravene prevailing community standards in its depiction of sex, sexuality or nudity; neither did it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint. The Board noted in passing that the advertiser had voluntarily withdrawn the advertisement from broadcast.