



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 74/08   |
| 2. Advertiser                 | Coca Cola South Pacific Pty Ltd (Sprite - Drink Sprite Look Sexy) |
| 3. Product                    | Food & Beverages  |
| 4. Type of advertisement      | Outdoor   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3                   |
| 6. Date of determination      | Wednesday, 12 March 2008  |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

This outdoor advertisement features an image of a dark-haired young woman wearing a green-patterned bikini, standing in knee-deep water and holding a bottle of Sprite near her crotch. Wording alongside reads "Truth 10. Drink Sprite. Look Sexy\*", and underneath the explanation "\*you must be sexy first."

## **THE COMPLAINT**

A sample of comments which the complainant/s made regarding this advertisement included the following:

*I find it rude, unsuitable for younger people, and everyone, and I believe we are being treated badly, like a lot of heathens and easily brainwashed. Denigrating drivel, and their artists must feel ashamed - all for money. Not good enough for us self respecting people. This proves that their product is no good; and how far will they go to sell this - for money, not for our good, but to our detriment; contributing to obesity, tooth decay, and poor nutrition.*

## **THE ADVERTISER'S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*The complaint refers to our current Sprite campaign titled 'A thirst for truth'. The campaign includes out of home advertising and a range of online and viral executions which focus on revealing truths.*

*The campaign has been designed to appeal to our target audience of 18 to 24 years olds. It is an irreverent and humorous campaign that highlights unspoken truths relevant to the target audience.*

*As with all our advertising we are careful to ensure that material is appropriate for the audience and the channel for which it is intended.*

*I submit that the outdoor executions of the Sprite campaign do not breach the ASB code of ethics.*

## **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 the complaint's concerns that the advertisement was "rude" and "denigrating drivel"

and considered whether the advertisement treated sex, sexuality and nudity appropriately as per Section 2.3 of the Code.

The Board viewed the advertisement and considered the pose of the woman to be so ridiculous that it was an obvious and clever use of self-referential humour. The Board also felt that the image was actually mocking inappropriate use of sex, sexuality and nudity in advertising. The Board further considered that the image was appropriate for the target audience.

The Board noted that the advertisement did not portray sex, sexuality or nudity inappropriately and that therefore it did not breach Section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.