



CASE REPORT

1. Complaint reference number 75/08
2. Advertiser Coca Cola South Pacific Pty Ltd (Sprite - Your parents still do it)
3. Product Food & Beverages
4. Type of advertisement Transport
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 smiling middle-aged couple and the words "Truth 17. Your parents still do it."

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 drivell, 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 drivell" 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 image of the two smiling adults to be completely appropriate and inoffensive. Both the man and the woman were fully dressed and there was nothing sexual in their pose or demeanor. The Board further considered that it was an appropriate image for the target audience.

The Board also noted the use of the tagline "Truth 17 your parents still do it". They regarded this as a successful use of humour and considered the advertisement to be both clever and witty.

The Board agreed 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.