



## **CASE REPORT**

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| 1. Complaint reference number | 78/01  |
| 2. Advertiser                 | Coca-Cola South Pacific Pty Ltd (Diet Coke)  |
| 3. Product                    | Food   |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3<br>Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 10 April 2001   |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement shows a young woman relocating an office partition closer to a drink dispenser so that there is close contact between herself and a male colleague when he arrives to obtain a drink. Subsequently, another office colleague pushes the partition back into its proper place.

## **THE COMPLAINT**

Comments made by the complainant in relation to this advertisement include the following:

*‘Clearly this advertisement blatantly exhibits an act of sexual harassment which has been previously condemned by our community on many occasions. It would thus seem to be in poor taste, provocative and sending a mixed message to viewers if it is condoned.’*

## **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 determined that the scenes portrayed in the advertisement did not contravene prevailing community standards in relation to either the portrayal of sex/sexuality/nudity or health & safety. The Board found that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.