



## CASE REPORT

1. Complaint reference number	79/02
2. Advertiser	Pepsi-Cola Bottlers Australia
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Violence Other – section 2.2 Other - Causes alarm and distress to children
6. Date of determination	Tuesday, 9 April 2002
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on depictions of a professional wrestling tournament. After one contestant is head butted by another, a simulated dream sequence shows him favoring Pepsi-Cola over Coca-Cola in a taste test administered by an attractive woman. He is about to kiss the woman when the dream sequence ends and he finds himself kissing his wrestling opponent, whom he head butts instead. As the second wrestler falls to the canvas, a female attendant holds up a sign reading 'Let Your Taste Decide.' The advertisement ends with a caption reading 'Ask for More' superimposed over a scene of cheering wrestling fans.

## THE COMPLAINT

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

*"This advert conveys a somewhat unsubtle message that it's ok to be violent if a guy tries to kiss you if you're male...Sure, this is a soft drink advert but the message it is giving...reinforces violent homophobic attitudes."*

*"Such obvious violence has no place in any advert...What disgusts me so much is that this advert is directly targeted at children due to the timeslot (Simpsons) .and the characters used (Wrestling is known to have a high ratio of child fans—a point not lost on Pepsi no doubt!)."*

*"I find this an unacceptable level of violence in an ad for a soft drink."*

## 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 noted that both the advertisement and the programs within which it has appeared carried PG ratings, and determined that on this basis it did not contravene the provisions of the Code relating to the causing of alarm or distress to children.

The Board further determined that the material did not offend the provisions of the Code relating to the portrayal of people or violence and that, as it did not breach the Code on any grounds, the complaint was dismissed.