



## **CASE REPORT**

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| 1. Complaint reference number | 86/06   |
| 2. Advertiser                 | Gatorade Pty Ltd (Beat the Heat)  |
| 3. Product                    | Food & Beverages  |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Advertising to Children Code – Other – section 2.4<br>Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 14 March 2006  |
| 7. DETERMINATION              | Upheld – discontinued or modified   |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement depicts groups of early teenage children playing various outdoor sports on what appears to be a very hot day. Only one of the children is wearing a hat during the entire advertisement.

With the children playing in the background, a mother speaks to the camera about dehydration. She comments, *inter alia*, “*There’s been a lot of talk about kids dehydrating and getting quite ill while playing sport in the heat. They’re getting headaches, listless, irritable... that’s why I thought I’d talk to an expert.*”

The mother then asks another woman, Nici Andronicus (World Champion Triathlete and Mother of 4:H) “*how can we prevent our kids from getting dehydrated?*”

The remainder of the advertisement features the two women discussing the benefits of drinking Gatorade as a means of preventing dehydration, with the children playing in the background. Various comments emphasise the heat of the day, including: “*water’s good... but when you’re exercising in this heat it’s probably not enough... I recommend they drink Gatorade – because it’s specially formulated to combat dehydration.*”

She explains that The Sports Dieticians of Australia recommend drinking a cup of fluid before exercising and drinking regularly during exercise. Symptoms of dehydration are superimposed on the screen and include: “*dry lips ; , headaches, ; dizziness ; , cramps ; , weakness ; , irritability ; , fatigue ; and nausea.*”

The advertisement concludes with the mother advising: “*look after your kids – ensure they’re hydrated and healthy during sport – just take a look at the website and Beat the Heat this summer*”.

## **THE COMPLAINT**

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

*“None of the adults or children featured in the ad are wearing hats in the hot summer sun. Haven’t they heard of sunburn or melanoma?”*

*“So much for our schools’ sun- sense programs.”*

## **THE ADVERTISER’S RESPONSE**

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

*“Pepsico Australia, owner of the Gatorade brand, is committed to encouraging safe play of active*

*Australians, including children, and strongly considers the health and safety of the public when implementing communication programs such as the “Beat The Heat” commercial.”*

*“This commitment is linked to our area of specialisation, hydration.”*

*“As a sports drink manufacturer, we have scientific research to support our hydration messages and are firmly committed to awareness and education campaigns on behalf of the sports drink category.”*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board considered that a significant effort is made by governments, schools and community health organisations to encourage children to do a number of things while out in the sun. One of these things is to wear a hat. The Board considered that it is now a community standard that children behave appropriately when out in the sun, particularly in very hot weather. The Board considered that one of the factors in appropriate behaviour is that children wear a hat while playing outside.

The Board noted that the advertisement emphasised that the scene portrayed was a very hot day and that the overall impact and emphasis of the advertisement was on safety in the sun, specifically the importance of avoiding dehydration.

In light of these matters, the Board considered that the advertisement did depict material that is contrary to prevailing community standards on health and safety, i.e.: children playing outside on a hot day without wearing any hats. Accordingly, the Board upheld the complaint.

### **Advertiser’s response to notification of upheld complaint**

The Advertiser responded as follows to the Board’s decision:

*“It was always PepsiCo Australia ’s intention not to air the advertisement again after the 2005/06 summer burst so I am pleased to advise the Board that there is no need for the advertisement to be modified or discontinued.*

*PepsiCo Australia pride ourselves in producing communication that complies with the Australian Association of National Advertisers Code of Practice and will therefore ensure that any future campaigns address the concerns raised.”*