



CASE REPORT

1. Complaint reference number	9/01
2. Advertiser	Schweppes Cottee's Pty Ltd (Solo)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6 Other - Miscellaneous
6. Date of determination	Tuesday, 13 February 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a young man who, before jogging with a dog, places a bottle of Solo in a container filled with ice situated in a garden. As he runs, a garbage truck arrives and a collector sees and surreptitiously takes the bottle of Solo. Returning from his run, the young man discovers it missing and pursues the truck by placing a wheelie bin on its side and riding it on his stomach. He swerves to avoid a car reversing from a driveway and startles an elderly woman with a bin. He then stands on the moving bin and, as he draws alongside the truck, he takes the bottle of Solo from the collector, jumps from the moving bin, drinks the product crushing the bottle as he does so, then tosses the empty bottle into the garbage section of the truck. A voiceover says, 'Solo – low on fizz so you can slam it down fast.' The advertisement concludes with text, 'Solo – the thirst crusher', as the young man walks away with his dog wheeling the bin behind him.

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

'Every effort is being made by various groups in our Society (sic) to reduce the number of deaths and injury through accidents, not only on the road, but in the workplace, at home, on the beach, etc. In our opinion, this ad is the worst possible example of the complete opposite to the safety messages being sent by those who care about the people at risk.'

'This advertisement sends WRONG images to the children and teenagers of Australiai.e. that this type of activity is harmless and fun when it (is) neither of these things.'

'Riding any kind of vehicle or contraption on a public road is illegal unless the vehicle has brakes.'

'The youth has an unrestrained dog – also illegal in any Australian jurisdiction surely. The commercial also promotes waste – when he is (sic) finished the drink, he throws the recyclable bottle in the garbage bin.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics ('the Code').

After considerable debate and noting the points of view expressed by the complainants, the Board determined that the activity depicted within the advertisement did not contravene prevailing community standards of Health & Safety and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint. In reaching its determination, the Board took into account the fact that the activity in question was not possible without reconstructing

the wheelie bin.