

<b>COMPLAINT NUMBER</b>	21/441
<b>ADVERTISER</b>	Coca-Cola Amatil New Zealand Ltd
<b>ADVERTISEMENT</b>	Coca-Cola, Television
<b>DATE OF MEETING</b>	6 September 2021
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Coca Cola television advertisement shows a group of animated bugs working together to place a plastic Coca Cola bottle in a recycling bin. Text on screen states "With a little help, we can make a big change". The advertisement shows a close up of Coca Cola bottles in the recycling bin with the text "Now made from 100% recycled plastic". Small print says "All plastic bottles 600ml and smaller". The advertisement ends with the Coca Cola logo and text "Thanks for recycling".

**The Chair ruled there were no grounds for the complaint to proceed.**

**Complaint:** Multiple TV channels have for some weeks been playing an ad from CocaCola NZ which is a cartoon depiction of one or more ants finding a discarded plastic Coke bottle in a forest, and supposedly carrying it off to be recycled.

Many large words suggest the ecological virtues of the company.

On the last screen there is a "fine print" announcement that only some bottles (under 600ml?) are made from recycled plastic.

I object to this dishonest green-washing advertisement that suggests to purchasers that CCANZ uses recycled plastic, when only some (and probably a modest proportion) are made from recycled plastic. The fine-print disclaimer is out of all proportion to the overall (dishonest) messaging.

**The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b), Rule 2(h);**

**Principle 2: Truthful Presentation:** Advertisements must be truthful, balanced and not misleading.

**Rule 2(b) Truthful Presentation:** Advertisements must not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. This includes by implication, inaccuracy, ambiguity, exaggeration, unrealistic claim, omission, false representation or otherwise. Obvious hyperbole identifiable as such is not considered to be misleading.

**Rule 2(h) Environmental Claims:** Environmental claims must be accurate and able to be substantiated by evidence that reflects scientific and technological developments.

**The Chair** noted the Complainant was concerned the advertisement was misleading to claim a big environmental change when only 600ml plastic bottles are made with 100% recycled plastic.

The Chair carefully reviewed the advertisement and said the Advertiser's claim that its bottles are "now made from 100% recycled plastic" did include a disclaimer stating the claim referred to "all plastic bottles 600ml and smaller." The Chair also noted it was only the 600ml bottle which was shown in the advertisement.

The Chair said the advertisement, which praised consumers for recycling its product was likely to be seen by consumers as aspirational for encouraging future recycling efforts.

The Chair it was unlikely consumers would be misled or deceived by the advertisement, which did not say or show anything more than the claim made. The Chair said the advertisement was not making any unsubstantiated environmental claims.

The Chair ruled the advertisement was not in breach of Principle 2 or Rules 2(b) or 2(h) of the Advertising Standards Code.

The Chair ruled there were no grounds for the complaint to proceed.

**Chair's Ruling:** Complaint **No Grounds to Proceed**

#### **APPEAL INFORMATION**

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website [www.asa.co.nz](http://www.asa.co.nz). Appeals must be made in writing with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.