

COMPLAINT NUMBER	18/156
COMPLAINANT	C Dawson
ADVERTISER	Coca Cola New Zealand
ADVERTISEMENT	Powerade, Television
DATE OF MEETING	21 May 2018
OUTCOME	No Grounds to Proceed

Advertisement: The Powerade television advertisement shows Steven Adams playing a game of basketball and stopping to take a drink. The voiceover says in part: "He's got the speed, the build and the power to be a game changer. Just like Powerade's superior hydration system, with the speed, the design and the power to deliver fast hydration..."

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

Complainant, C Dawson, said: Having been a professional dancer in my youth, we were not allowed, when we came offstage after an energetic dance or between dances to drink fluid as when we went back on stage it would 'slosh' in our stomachs. We could wet our mouths with a provided wedge of orange, but had to take care not to get a fragment stuck in our throat which could cause coughing or choking.

The over-hydration craze these days shouldn't be demonstrated in such an overdone manner. A sip should be enough. I know the ad is about POWER, but the huge, bottle crunching final major squirt is a dangerous over the top image.

The relevant provisions were Code for Advertising Food - Guideline 1 (c), Guideline 1 (d), Principle 1.

The Chair noted the Complainant's concern the advertisement demonstrated an exaggerated image of drinking which could lead to over-hydration.

The Chair said in her view the Advertiser was highlighting the bottle design that could deliver fast hydration to those, like Steven Adams, a professional basketball player, who needed to hydrate quickly during a game. The Chair said that a level of hyperbole was permissible in advertising to demonstrate a particular product feature such as a precise water flow cap and squeezable bottle. The Chair noted the Powerade website contained extensive information about hydration.

While the Chair acknowledged the Complainant's experience as a professional dancer, the Chair ruled the advertisement had not reached the threshold to breach the Code for Advertising Food.

Accordingly, the Chair ruled the complaint had no grounds 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.