

COMPLAINT NUMBER	22/016
ADVERTISER	Coca-Cola Oceania
ADVERTISEMENT	Fanta Television
DATE OF MEETING	25 January 2022
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement promoting Fanta shows shots of different people enjoying themselves. A woman is shown having fun riding a shopping trolley. She has her feet on the base of the trolley, and is facing forwards, as she drives it through the carpark. The voiceover says "Colourful people just can't help it, they act colourful, play colourful, drink colourful" and "they never let the grey win".

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

Complaint: The advertisement includes a clip where an elderly lady is running with a shopping trolley outdoors and climbs on the trolley whilst it is moving. Most shops display a notice telling customers not to do this potentially dangerous act. why does this advertiser think this is a good message to give?

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(e);

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(e) Safety: Advertisements must not, unless justifiable on educational or social grounds, encourage or condone dangerous, illegal or unsafe practices, or portray situations which encourage or condone a disregard for safety.

The Chair noted the Complainant's concern the advertisement depicted a potentially dangerous act.

The Chair said the focus of the advertisement was promoting Fanta as a drink for "colourful" or lively people. The Chair said the woman on the trolley is presented as an example of a "colourful" person, despite her "grey" hair. The Chair acknowledged there are safety concerns about accidents associated with supermarket trolleys, but this predominantly relates to unrestrained small children.

The Chair said in considering the advertisement as a whole, it did not meet the threshold to encourage a disregard for safety and was not in breach of Principle 1 or Rule 1(e) 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. 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.