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# COMPLAINT NOTIFICATION

Subject To Confirmation

**Sodastream Worldwide Trading  
Company**

3 Francis Court  
High Ditch Road  
Fen Ditton  
Cambridge  
CB5 8TE

**Case number:** A16-366038/EE

**Media:** Internet (on own site),  
Internet (social  
networking)

**Sector:** Food and drink  
**Agency:**

**Number of complaints : 3**

**Ad**

Ads for SodaStream seen in November 2016:

a. A video, seen in a sponsored Facebook post and as a pre-roll ad before a Pokemon Undertale video on Youtube, featured a man buying bottled sparkling water in a supermarket. A woman dressed in medieval costume followed him ringing a bell and saying "Shame". The man then encountered other characters who shouted "Shame" and acted in a threatening manner, before walking onto a film set filled with people dressed in old-fashioned costumes who pelted vegetables at him. He spoke to an actor who said "Why are you stupid? Why are you carrying shameful polluting plastic bottles? Don't you know you're hurting Mother Earth? Mother Earth has given us so much. The birds, the bees, the ocean, Matthew McConaughey, peanuts. Why would you destroy all these beautiful creations?". The man said "I don't know" and started crying. The actor said "Stop. With SodaStream you can make sparkling water at home at the touch of a button...Without carrying heavy plastic bottles and pissing off Mother Earth. Can you hear the dolphins cry? SodaStream. Fuck plastic bottles".

b. A webpage entitled "Why SodaStream?", seen on [www.sodastream.co.uk](http://www.sodastream.co.uk), stated "Sparkling water is the result of pressurised carbon dioxide being dissolved into water. Carbonation is the name of process which the process, that causes water to become sparkling. Whilst sparkling water can be bought in drink bottles, this causes excess waste of plastic, transport and cost. With the use of SodaStream the same great sparkling water taste can be created at home straight from the tap. No lugging water bottles from the shops, no high cost every time you want sparkling water and no throwaway plastic bottles" and "One SodaStream BPA free PET carbonating bottle saves the average household 2,190 bottles from being landfilled or ending up in our parks and beaches, over its 3 year lifespan".

**Issue**

The ASA received three complaints:

1. The Natural Hydration Council and two members of the public challenged whether ad (a) was offensive, distressing and irresponsibly targeted in a medium that was likely to be seen by children.



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2. The Natural Hydration Council challenged whether the claim “One SodaStream BPA free PET carbonating bottle saves the average household 2,190 bottles from being landfilled or ending up in our parks and beaches, over its 3 year lifespan” in ad (b) was misleading and could be substantiated.

3. The Natural Hydration Council and one member of the public challenged whether ads (a) and (b) exaggerated the environmental benefits of SodaStream’s product.

4. The Natural Hydration Council challenged whether ads (a) and (b) misleadingly implied that the sparkling water produced by SodaStream was equivalent to bottled natural sparkling water.

Investigated under CAP Code (Edition 12) rules 1.3 (Social responsibility), 3.1 (Misleading advertising), 3.7 (Substantiation), 3.33 (Comparisons with identifiable competitors), 4.1, 4.2 (Harm and offence), 11.3 and 11.4 (Environmental claims).

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