

BOS Deutschland e.V.

Borneo Orangutan Survival Deutschland

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Berlin, July 22th

Dear Mr. Young,

a TV commercials advertising one of your IBC root beer's shows a hung over reveller, being touched and sexually approached by a female orangutan in a zoo. As a supporting group of the world's largest primate protection organisation, BOS Germany protests against such a humiliating and demeaning depiction of a wild animal!

Principally, we consider it problematic, to show the animal in a zoo and not in its original habitat. This suggests a normality of the situation – orangutans, however, do have the right to live freely in a rainforest and not in captivity. In addition, the animal, caged and vulnerable, now is not only being stared at by the zoo visitors, but also ridiculed for the entertainment of your commercial's TV audience. To furthermore even present the female orangutan as a sexual actor in the clip is a blatant reversal of facts and as a joke absolutely intolerable.

In humanising the animal, your clip tries to conceal its exploitation. Such a humanization of orangutans in the media creates and contributes to a completely distorted image of these animals. You may have heard of the consequences of this kind of depiction. The activists of our Indonesian partner organisation have found obese and smoking orangutans, illegally held in the private homes. These animals are incapable of ever living in the rainforests again. Your clip is now portraying the female orangutan to have a free, autonomous sexuality, like a human. This is a complete misrepresentation of the animal. Moreover, it is obvious that the free will of the orangutan has been broken, like with circus' animals, in order to perform tricks for your company's financial benefit. In presenting an orangutan like this, you contribute to their false and harmful image of the great apes.

Furthermore, we criticize the sexual subtext of your commercial. Maybe you are aware of the cases of shaved orangutans, that have been found in bordellos. Abused and completely traumatized, they often suffer from AIDS and other STDs. A joke that picks up on such sodomite practices is simply unacceptable and has crossed the boundaries of good taste.

Spendenkonto: Bank für Sozialwirtschaft BLZ 100 205 00 Kto.-Nr. 32 10 100

BIC: BFSWDE33BER IBAN: DE69 1002 0500 0003 2101 00

BOS Deutschland e.V. ist als gemeinnütziger und besonders förderungswürdiger Verein anerkannt



BOS Germany is a fundraising organisation for several orangutan protection programs in Indonesia. The money is invested in rehabilitation centers for mistreated, orphaned or sick orangutans that have been held captive by humans or have lost their habitat, the rainforest. The forests in Indonesia are being destroyed at an highly alarming pace by timber or palmoil companies. The United Nations estimate, that by 2022, all the lowland rainforests in Indonesia will have vanished. On the other side of the Globe, in the West, we are trying to convey an image of the orangutan, that shows the animal as vulnerable, dignified and beautiful. Slipstick commercials like yours are making our work a lot more difficult.

We believe, that it is absolutely tasteless and unacceptable, that your company exploits a helpless creature to boost your sales. Creative merchandising is possible without the violation of animal rights.

We are calling on you to take this clip off the TV program and to join our efforts for nature preservation and biological diversity!

Sincerely,



Maik Schaffer
Member of the Board of Trustees

