



Case Report

1	Case Number	0273/15
2	Advertiser	Yum Restaurants International
3	Product	Food / Beverages
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	08/07/2015
6	DETERMINATION	Dismissed

ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

A female voiceover says, "What do you get when a Pizza Hut pizza hooks up with a golden Four 'N' Twenty pie?" and we see bacon curling on top of a pizza followed by tomato sauce being poured on top of a pie. The voiceover continues with, "Australia's favourite lovechild" and the camera pans back so we can see that the pies are attached to the pizza, forming its crust.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

Sexualized food, portrayed as erection of bacon resulting in pizza huts "love "child. Illegitimate child. Ad is offensive and sickening. Please immediately ban ad.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

Complaint Reference No. 0273/15

We refer to your letter in relation to the above complaint made by an anonymous complainant (Complainant), and respond to the complaint as follows:

Description of Advertisement

The advertisement to which the Complainant refers is Pizza Hut's 15 second television commercial for its limited edition Four N' Twenty Stuffed Crust pizza (Advertisement). The Advertisement is targeted at people aged 18-49 years and finished airing on June 23rd 2015.

The Advertisement includes close ups of food which feature on the pizza, including cheese bubbling and bacon curling, with the end frame revealing the full pizza with 8 Four N' Twenty Pie Bites nestled into the crust of the pizza.

The creative idea behind the Advertisement is when two of Australia's favourite foods hook up, a delicious lovechild is born.

The Complaint

The Complainant alleges that the Advertisement "sexualised food, portrayed as erection of bacon resulting in Pizza Hut's 'love child', 'illegitimate child'".

Relevant Codes & Initiatives

Australian Association of National Advertisers (AANA) Code of Ethics (the Code)

There is a suggestion that the Advertisement may breach section 2.4 of the Code which states:

Section 2.4 Sex/Sexuality/Nudity

Advertising or marketing communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience.

AANA Code of Advertising & Marketing Communications to Children (Children's Code)

The Advertisement is targeted to the 18+ age group, not children (being persons 14 years old or younger) and as such, the Children's Code is not relevant.

AANA Food & Beverages Advertising & Marketing Communications Code (F&B Code)

There is no suggestion that the Advertisement breaches the F&B Code.

Has the Code been breached?

While the images and voiceover in the Advertisement may be seen as cheeky and provocative, they are appropriate for the relevant audience and are not explicit or insensitive. The Advertisement uses light-hearted tongue-in-cheek entertainment and humour to emphasise the unique combination of a well-known meat pie with a Pizza Hut pizza.

In relation to the curling of the bacon rasher, we note that when bacon is exposed to the high heat in a pizza oven, the fat renders and the rasher starts to shrink and tighten, resulting in

the curling up of the bacon. The images of sizzling and curling bacon in the Advertisement emphasise the delicious taste of the product.

The Complaint also mentions an “illegitimate child” presumably due to the tongue-in-cheek reference in the Advertisement to the combination of a Pizza Hut pizza and a Four ‘N’ Twenty pie being “Australia’s favourite love child”. Again this reference is humorous rather than insensitive and in any event, the concept of an illegitimate child would not offend prevailing community standards in this day and age.

In summary, the purpose of the Advertisement was to drive awareness of the unique combination of a Pizza Hut pizza and a Four N’ Twenty pie in a fun, light-hearted way. For the above reasons we do not believe that Pizza Hut has breached section 2 of the Code.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainant’s concern that the advertisement features sexualised images of food, specifically bacon, and a reference to a love child and is overall offensive and sickening.

The Board viewed the advertisement and noted the advertiser’s response.

The Board then considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience”.

The Board noted this television advertisement features images of a new Pizza Hut and Four ‘N’ Twenty pie pizza.

The Board noted the complainant’s concern that the image of bacon rising resembles an erection. The Board noted the advertiser’s response that the bacon is shown contracting and rising as a result of the heating process and is intended to demonstrate the product’s ingredients. The Board noted the reference to a ‘hook-up’ between Pizza Hut and Four ‘N’ Twenty Pies. The Board noted that the overall theme of the advertisement is to highlight the product as the ‘lovechild’ of Pizza Hut and Four ‘N’ Twenty and considered that whilst there is some mild innuendo with regards to the language used and the visuals, this innuendo is relatively mild and unlikely to be understood by younger children.

The Board noted the complainant’s concern over the reference to a ‘love child’ and considered that the phrase in itself is not inappropriate and the concept of a love-child would not be found to be inappropriate in contemporary society and not in the context of an advertisement describing food. The Board noted that the reference to “love-child” is a colloquial reference to the result of a joint project and in this instance is the result of a joint venture between two well know products.

The Board considered that overall the advertisement does treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.

