



## Case Report

1	Case Number	0065/17
2	Advertiser	Retail Food Group
3	Product	Food / Beverages
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	22/02/2017
6	DETERMINATION	Dismissed

### ISSUES RAISED

2.5 - Language Inappropriate language

### DESCRIPTION OF THE ADVERTISEMENT

There are two versions of this television advertisement promoting Phat Boy Wraps from Pizza Capers. The 15 second version shows a man snatch a wrap off a woman and tell her it's not a wrap before handing her Phat Boy Wraps and saying, "Life's too short for a crap wrap". The 30 second version features a similar scenario but with two men in a car who are confronted by the man who takes their wraps and gives them Phat Boy Wraps.

### THE COMPLAINT

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

*I object as the phrase "Life's too short to eat a crap wrap" was said at the end of the advertisement. My children, 7, 11 and 13 were all watching as it was only 6:30pm and I don't feel that the word "crap" is an appropriate term to be used at that time of the day on television.*

*The advert for Pizza Wraps. Using a word that rhymes with Wrap. C -p.  
The sign off slogan that is stated at the end, says "Life's too short for a CRAP wrap." CRAP is a form of swearing and is not acceptable. It is certainly not the type of language that should be modelled to children.*

## **THE ADVERTISER'S RESPONSE**

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

*We refer to your letter in relation to the complaints received by the Advertising Standards Bureau about the "Phat Boy Wraps" pizza product (hereafter referred to as "Phat Boy Wraps"). The substance of the complaints can be summarised as a television commercial (script attached) consisting of a sign off catchphrase which the complainants perceive to contain inappropriate, offensive or unacceptable language.*

*Pizza Capers does not consider the language in the television commercial to be inappropriate, offensive or unacceptable. The television commercial does not contravene section 2.5 of the AANA Code of Ethics.*

*The catchphrase use at the end of the Phat Boy Wraps television commercial, "life's too short for a crap wrap", is intended to be a play on words in the form of a rhyme. The product, which is a wrap style sandwich, is rhymed with the word 'crap' to describe other similar sandwich products. The word 'crap' is a commonly used word in the Australian community and other English speaking countries when describing ones opinion of what is poor or inferior quality.*

*There has been no intention (direct or implied) by Pizza Capers for the Phat Boy Wraps television commercial to cause any offense or shock to the audience. Instead, the use of the word 'crap' is done so in a humorous context, consistent with common vernacular and not intended to be offensive, inappropriate or unacceptable language.*

*The television commercial does not use language that may denigrate, insult or offend a reasonable consumer. In terms of the catchphrase and the use of the expression 'crap', we note that the word is defined in the online version of the Collins English Dictionary as a slang term to 'describe something you think is wrong or of very poor quality'.*

*With respect to the AANA Code of Ethics (Section 2.5) and the AANA Food and Beverages Marketing and Communications Code, it is submitted that the television commercial for Phat Boy Wraps uses language which is appropriate in the circumstances as the product is not targeted toward or having principal appeal to children. Instead, Phat Boy Wraps seek broad appeal amongst the general community and the language used is not strong or obscene in nature.*

*In closing, Pizza Capers takes its responsibilities to comply with the relevant advertising codes (including the AANA Advertiser Code of Ethics) seriously and does not consider the Phat Boy Wraps television commercial to be in any way indecent. There is, simply put, no attempt to cause any offense or shock to the audience by using inappropriate language (intentional or otherwise) in the television commercial.*

*Pizza Capers does not believe a reasonable person would take offence to any of the language used in the television commercial and is genuinely surprised that the Advertising Standards*

*Bureau is in receipt of such complaints. We respectfully maintain that the material complained about does not contravene section 2.5 of the AANA Code of Ethics.*

## **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 complainants’ concerns that the advertisement uses inappropriate language and is not appropriate for children. The Board viewed the advertisement and noted the advertiser’s response. The Board considered whether the advertisement was in breach of Section 2.5 of the Code. Section 2.5 of the Code states: “Advertising or Marketing Communications shall only use language which is appropriate in the circumstances (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided”. The Board noted that there are two (15 sec and 30 sec) versions of the television advertisements both featuring a man who approaches people switching their previously purchased wraps for “Phat boy wraps” and uses the term “life’s too short for a crap wrap.” The Board noted that the word ‘crap’ is a colloquial phrase and that the Macquarie Dictionary definition of ‘crap’ is: 1. excrement, 2. nonsense; rubbish. The Board note that in this instance the reference to crap wrap is intended to reflect the poor quality of the product. The Board noted that the advertisement is using a play on words and that the main character who replaces the wraps and uses the phrase is portrayed as a “Mick Dundee” (Crocodile Dundee) style of character adding additional typical Australianism to the advertisement. The Board acknowledged that some members of the community may find a reference to the word ‘crap’ to be inappropriate but considered that this word is considered part of the common vernacular and in the Board’s view it is not a word which is strong or obscene and is not used in an aggressive manner.

In the Board’s view the overall tone is light-hearted and humorous and the language used is not inappropriate in the context of describing an inferior product. The Board considered the language is not strong, obscene or inappropriate language and determined that the advertisement did not breach Section 2.5 of the Code. Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaints.