



Ad Standards Community Panel
PO Box 5110, Braddon ACT 2612
P (02) 6173 1500 | F (02) 6262 9833

AdStandards.com.au

Ad Standards Limited
ACN 084 452 666

Case Report

1. Case Number :	0201-21
2. Advertiser :	The Italian Pizza House
3. Product :	Food/Bev Venue
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	14-Jul-2021
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification

DESCRIPTION OF ADVERTISEMENT

This television advertisement has three versions. Each of the Advertisements runs for 15 seconds and promotes The Italian Pizza House's specials.

Each of the Advertisements features an animated mother and son discussing what to feed their cousins who are suddenly coming over for dinner on a weeknight. The mother character suggests they order pizza. The pizza she suggests varies among the different Advertisements depending on the weeknight. The mother character is seen making a phone call to an animated chef at The Italian Pizza House to place an order. A voiceover is then heard stating "don't wait for the weekend to enjoy Italian Pizza House". The Advertisements also contain the super "Italian Flavours Delivered by 100% Tasmanian Owned Business".

THE COMPLAINT

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

It is "taking the piss" out of Italians by imitating the "old" stereotype of Italians who can't speak "good English". It is for a pizza shop in Launceston Tas. I am furious every time I see it and it needs to be removed. If it was someone putting on a fake Chinese or any other nationality it would be removed but as it is Italians being mocked they are easy going and would not complain. Well I'm half Italian and I think it is racially insensitive to say the least. As I said it if was any other nationality the ad would not be seen anymore. Also what Italian who owns a Pizza shop would make fun of



themselves? They should know better and either way I want this ad removed and the people who caused it to be made made aware of it's racism and mockery of a race of people who have contributed more than most other immigrants in building this country post WW2 and being subject to racist TV ads is perplexing in 2021.

THE ADVERTISER'S RESPONSE

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

I refer to your letter dated 5 July 2021 regarding a complaint (Complaint) made by a complainant and submitted to Ad Standards on 1 June 2021. The Complaint concerns advertisements (Advertisements) by The Italian Pizza House in relation to a pizza restaurant.

1. Description of the Advertisement

The Advertisements were created by Southern Cross Austereo in response to a brief by The Italian Pizza House. The Advertisements were approved by The Italian Pizza House on 19 July 2020. No external advertising or media agency was involved in creation of the Advertisements.

Each of the Advertisements runs for 15 seconds and promotes The Italian Pizza House's pizzas.

Each of the Advertisements features an animated mother and son discussing what to feed their cousins who are suddenly coming over for dinner during a weeknight. The mother character suggests they order pizza. The pizza she suggests varies between the different Advertisements depending on the weeknight. The mother character is seen making a phone call to an animated chef at The Italian Pizza House to place an order. A voiceover is then heard stating "don't wait for the weekend to enjoy Italian Pizza House". The Advertisements also contain the disclaimer "Italian Flavours Delivered by 100% Tasmanian Owned Business". A copy of the script for each Advertisement, and the applicable Clear Ads reference numbers and classifications, are attached. A digital copy of each Advertisement accompanies this letter.

2. Broadcast of the Advertisement

The Advertisements have been regularly broadcast on 7 Launceston, 7Mate Tasmania and 7Two Tasmania since 22 July 2020. While we respect the right of any member of the community to complain about an advertisement, we also note that no other complaint has been received in relation to the Advertisements in the time that the Advertisements have been on air (broadcast 4,838 times in total).

3. Section 2 of the AANA Code of Ethics

Your letter indicates that the Advertisements raise issues under section 2 of the AANA Code of Ethics (Code), particularly section 2.1 (discrimination or vilification).

We are satisfied that the Advertisements do not any raise any issue under any part of section 2 of the Code. We comment below in relation to each part of section 2.



2.1 - not portray or depict material which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.

The Advertisements do not depict material which discriminates against or vilifies a person or section of the community on any of these grounds. While the Advertisements do feature animated characters with Italian accents, these animated characters are intended to demonstrate the authenticity of the food at The Italian Pizza House. The Advertisements do not portray the animated characters in a negative light and nor do the Advertisements make any disparaging, derogatory or demeaning comments in reference to any ethnicity or nationality. The tone of all the Advertisements is light-hearted, and it is our view that the Advertisements do not create an overall negative impression of any ethnicity or nationality. Finally, we note that the Advertising Standards Board has previously dismissed similar complaints in relation to the use of accents in advertisements where, in context, the advertisement did not present the relevant nationality in a negative manner.'

2.2 - not employ sexual appeal in a manner (a) where images of Minors or people who appear to be Minors, are used; or (b) in a manner which is exploitative or degrading of any individual or group of people.

The Advertisements do not employ sexual appeal using Minors or people who appear to be Minors and are not exploitative or degrading of any individual or group of people.

2.3 - not present or portray violence.

The Advertisements do not present or portray violence.

2.4 – not present sex, sexuality or nudity.

The Advertisements do not present sex, sexuality or nudity.

2.5 - not employ strong or obscene language.

The Advertisements do not employ strong or obscene language.

2.6 - not depict material contrary to Prevailing Community standards on health and safety.

The Advertisements do not depict material of this nature.

2.7 - clearly distinguishable as an Advertising or Marketing Communication.

The Advertisements are clearly distinguishable as such.



4. Other Codes

The Complaint does not fall within the remit of the AANA Code for Marketing & Advertising Communications to Children or the AANA Food & Beverages - Advertising & Marketing Communications Code.

5. Conclusion

For the reasons set out above, we request that the Complaint be dismissed. We look forward to your determination. If you require any further information, please do not hesitate to contact me.

THE DETERMINATION

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concerns that advertising depicted a negative stereotype that Italian's can't speak good English.

The Panel viewed the advertisement and noted the advertiser's response.

Section 2.1: Advertising or Marketing Communication shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.

The Panel noted the AANA Practice Note which provides guidance on the meaning of:

- Discrimination - unfair or less favourable treatment
- Vilification - humiliates, intimidates, incites hatred, contempt or ridicule
- Nationality – people belonging to a particular nation either by birth, origin or naturalisation.

The Panel considered that while making fun of the names or accents of minority groups in the community can be harmful, the advertisement's tone is light-hearted and the portrayal of Italian accents is not mocking but rather consistent with a normal Italian accent, the people are depicted as Italian, and that is relevant to the product advertised.

The Panel considered that the accents of the father and son were a positive portrayal and did not amount to a negative stereotype of Italian people.

The Panel considered that the advertisement did not depict people receiving unfair or less favourable and did not humiliate, intimidate or incite hatred, contempt or ridicule a person or section of the community on the basis of nationality.

Section 2.1 conclusion



Finding that the advertisement did not portray material in a way which discriminates against or vilifies a person or section of the community on account of nationality, the Panel determined that the advertisement did not breach Section 2.1 of the Code.

Conclusion

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaint.