



Case Report

1	Case Number	0238/11
2	Advertiser	Bimbo Deluxe
3	Product	Entertainment
4	Type of Advertisement / media	Poster
5	Date of Determination	13/07/2011
6	DETERMINATION	Upheld - Modified or Discontinued

ISSUES RAISED

2.5 - Language Use appropriate language

DESCRIPTION OF THE ADVERTISEMENT

A pink cartoon baby wearing a black sandwich board with the words, "Fuck Gluten" written in white.

The text below reads, "Gluten free option now available. Extra \$2" and there are contact details for Bimbo Delux.

THE COMPLAINT

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

The poster displays the phrase - in large bold type - "FUCK GLUTEN".

THE ADVERTISER'S RESPONSE

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

This campaign has been developed alongside the addition of a Gluten Free option to our pizza menu. It features our mascot, a pink kewpie, wearing a sandwich board with the

caption 'Fuck Gluten'. We can understand how this may have caused a slight stir amongst the passersby. To be honest, we were hoping to ruffle a few feathers. We had been working on the recipe for almost 9 months and continually failing. Working without gluten is not too much fun. However, after months of hard work we finally came up with a recipe that tastes great. The campaign highlights our frustration in getting this right. A frustration, we are led to believe, that is shared amongst most coeliacs. We hoped only that it would be a bit of a laugh, and has proven to be just that for most visitors. The location of the mentioned poster is within our front window and faces the street. Before embarking upon the campaign we did take into consideration the fact that Brunswick Street generally attracts an older demographic heavily skewed toward the arty bohemian type. On a typical walk along the street similar expressions can be found. In whichever way the board decides, we will be happy. We have been happy to run this ad for as long as we have and with such a great response. Please find attached a digital copy of the mentioned advert for your reference.

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 concerns that the advertisement features inappropriate language.

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

The Board then 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 and strong or obscene language shall be avoided.”

The Board noted that this advertisement is promoting the gluten free pizza range now available at a restaurant and features a cartoon style baby wearing sandwich board which reads, “Fuck Gluten”.

The Board noted the advertiser’s response that the use of the F word was intended to humorously convey their frustration at perfecting a gluten free recipe for pizza bases, and that they believed the clientele of the area would appreciate the advertisement.

The Board considered that the language used is language that is still considered strong if not obscene by the broader community.

The Board noted that this advertisement was seen on a poster next to the front of the venue. The Board considered that the location of the advertisement meant it would be available to a wide audience and that in the context of an outdoor location the prominent use of such language is inappropriate.

Based on the above the Board determined that the advertisement used strong and obscene language which was not appropriate and that it did breach Section 2.5 of the Code.

Finding that the advertisement breached Section 2.5 of the Code, the Board upheld the complaint.

ADVERTISER RESPONSE TO DETERMINATION

This letter is to inform you that the offending material has been removed from the windows of Bimbo Deluxe. This particular advert will not be displayed within the window, or in this format again.