



CASE REPORT

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| 1. Complaint reference number | 138/03 |
| 2. Advertiser | Eagle Boys Pizza |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 13 May 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on scenes of a pineapple field with a presenter identified as Tom Potter of Eagle Boys Pizza saying: “The American-based competitors, Pizza Hut and Dominos, use imported pineapple on some of their pizzas. That’s what I call getting done over at both ends. So next time you order a pizza, call the company that puts Australian pineapple farmers first. Call Eagle Boys.” The advertisement ends with a graphic of an Eagle Boys Pizza shop, a telephone number, and the tagline: ‘Love It.’

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

“...shows a man getting into a utility vehicle and being driven off by the farmer...not wearing a seat belt.”

THE DETERMINATION

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

Noting that the action within the advertisement took place on farmland, the Board determined that it did not contravene the health and safety provisions of the Code.

On further determination by the Board that the content of this advertisement did not breach the Code on any other grounds, the complaint was dismissed.