



## **CASE REPORT**

1. Complaint reference number	146/02
2. Advertiser	Taco Bell
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 11 June 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

In one of two television advertisements reviewed by the Board, the action opens on a scene of three teenagers in a music store, with one asking: “So, where to now”. Their attention is attracted by a tiny Mexican male character who asks: “Fancy a little Mexican?” One of the group says: “Yea, a little Mexican like a Fiesta Grill from Taco Bell.” The three teenagers are shown eating takeaways from a Taco Bell outlet ahead of graphics identifying the ingredients of a Fiesta Grill. When the action returns to the music store, the group agrees to go to Taco Bell, leaving the miniature Mexican saying: “Hey, what about me?” The second advertisement is similar, with a group of young men encountering the Mexican character outside a sports centre. After one lifts him up and drops him down again, they head off to a Taco Bell outlet. Both advertisements end with Taco Bell branding and a strap-line reading: ‘Think Outside The Bun.’

## **THE COMPLAINT**

Comments which the complainants made regarding this advertisement included the following:

*“It is never okay to make fun of people because of their colour or creed.”*

*.”I find this ad racist. It seems to downgrade Mexicans.”*

## **THE DETERMINATION**

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

The Board considered that, under prevailing community standards, the majority of people would find the advertisements humorous and inoffensive.

It determined that the content of the advertisements did not contravene the Code on any grounds and, accordingly, dismissed the complaint.