



## CASE REPORT

|                               |  |
|-------------------------------|--|
| 1. Complaint reference number | 253/00   |
| 2. Advertiser                 | Tricon Restaurants Int (Pizza Hut)                 |
| 3. Product                    | Restaurants  |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination      | Tuesday, 5 September 2000                          |
| 7. DETERMINATION              | Dismissed  |

## DESCRIPTION OF THE ADVERTISEMENT

There are two television advertisements:

1. Set to music in the rap genre, one depicts (a man in the likeness of) cinema director, Spike Lee, who says to camera, ‘New York . It’s the Big Apple.’ To a group playing street basketball, he says, ‘Hey, you guys think you got a game? You got nothing.’ Again, to camera: ‘(indecipherable) mother number one world champion.’ To a man cleaning a window he says, ‘Do you call that a squeegee?’, and to a couple kissing on a park bench, ‘Do it in a hotel room.’ A voiceover says, to shots of the product, ‘Why do New Yorkers have such big mouths? Because they eat big pizza. Like the Big New Yorker from Pizza Hut .....’

2. The second advertisement begins with an aerial shot of New York , then depicts (a man in the likeness of) entrepreneur, Donald Trump, who says to camera, ‘Napoleon, Alexander the Great, Donald Trump. We’re all cut from the same cloth. And that cloth is very, very large.’ Examining a model of a skyscraper, he asks another man, ‘It’s not too big, is it?’, to which the other man replies in the negative. A voiceover asks, ‘Why do New Yorkers have such big mouths?’ (Trump) says to camera, ‘Go big, or go home’, and the voiceover continues, ‘Because they eat big pizza. Like the Big New Yorker from Pizza Hut .....’ Holding a slice of pizza, (Trump) remarks to a young woman, ‘You’ve got to be losing money on this.’

Both advertisements conclude with shots and voiceover descriptions of the product.

## THE COMPLAINT

Comments which the complainant made regarding these advertisements included the following:

*‘Even though I do not come from New York, per se, but from another part of the USA – I find this ad demeaning, insulting and the worst kind of racism. .... this ad only serves to perpetuate and condone a myth that, collectively all Americans are “Big Mouthed”. It’s hard enough to be ones self and sell ones skills and compete on the job market, housing market etc without having ethnic slurs to overcome as well (sic).’*

## THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether these advertisements breach Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

The Board determined that the material within the advertisements did not constitute discrimination or vilification and that the advertisements did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint. The Board noted in passing that the advertisement had been produced in the USA .