



CASE REPORT

1. Complaint reference number	261/03
2. Advertiser	Tricon Restaurants International (Pizza Hut Stuffed Crust Pizza)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 12 August 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

Two television advertisements referred to the Board promote Pizza Hut Stuffed Crust Pizza. At the conclusion of one, the established character ‘Dougie’ says: “So, get stuffed.” At the conclusion of the other, the same character says: “So, call Pizza Hut and get your pizza stuffed.” Both advertisements end with a full screen caption incorporating the Pizza Hut logo and a call center telephone number, together with text reading: ‘Limited Time Only.’

THE COMPLAINT

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

“...at the end of the ad a pun on words is used where their character ‘Dougie’ tells us all to ‘Get Stuffed!’ ...If we as the viewing public are to sit back and kop (sic) being told to ‘Get Stuffed,’ even though it is not meant in any sort of nasty way, then how long will it be before we are to be told to ‘go and get well and truly fucked’ in the nicest possible way?”

THE DETERMINATION

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

The Board considered a submission from the advertiser that: ‘The use of ‘So, get stuffed’ as incitement to eat, is exactly the same and no worse than many other expressions in common use on TV such as ‘Get stuck in’ used often in Jamie Oliver’s ‘Naked Chef’ cooking programme.’

In the opinion of the Board, the language used in the advertisement did not offend prevailing community standards, and it consequently determined that it did not contravene the provisions of the Code relating to language.

Further finding that the content of this advertisement did not breach any other area of the Code, the Board dismissed the complaint.