



CASE REPORT

1. Complaint reference number	304/01
2. Advertiser	Red Rooster (Parmigiana Flayva)
3. Product	Restaurants
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 November 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens on a scene of one young male carrying a Red Rooster meal joining another on a set of house steps, saying: “Guess what I’ve got?” He then goes on to describe the contents of a Parma Flayva. The other male twice snatches chips that form part of the meal. After a voiceover-supported graphic detailing an offer of the Parma Flayva, chips and a Coca Cola drink “all wrapped up for \$5.95,” the male with the chips turns to move them away from the other male, who takes the opportunity of snatching the Parma Flayva and biting into it. The advertisement ends with a Red Rooster logo superimposed over the scene of the second male now eating the Parma Flayva.

THE COMPLAINT

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

‘I find this advertisement unacceptable because it depicts a young man snatching food from another young man who was just about to enjoy his meal. To me this advertisement suggests to people that it is OK to help yourself to something that is not yours and for which you have not paid.’

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 most people would find the scene portrayed as amusing, and determined that the advertisement did not breach the health and safety provisions of the Code.

It further found that the advertisement did not contravene any other area of the Code and, accordingly, dismissed the complaint.