



## **CASE REPORT**

1. Complaint reference number	343/99
2. Advertiser	Ric's Pizza Ba
3. Product	Restaurants
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 12 October 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement consists of a number of scenes of a pizza restaurant, accompanied by voiceover giving details of the location of the store and the details of a two pizza discount price offer. On three occasions, the voiceover uses the expression “Get stuffed” in relation to the discount price offer.

## **THE COMPLAINT**

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

*“They are playing on words which are commonly used as a vulgar retort and ones which I find unacceptable during family viewing time.”*

## **THE DETERMINATION**

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

The Board determined that the use of the expression “get stuffed” was not inappropriate given the particular context of the advertisement and would not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.