



CASE REPORT

1. Complaint reference number	352/99
2. Advertiser	Tricon Restaurants International (Pizza Hut)
3. Product	Restaurants
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2 Health and safety – section 2.6
6. Date of determination	Tuesday, 9 November 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts two mozzarella cheese balls dressed as a boy and a girl. As they come across a cheese grater, tilted on an angle, the girl cheese says “Hey Warren , look. A slippery dip. Let’s go”. The boy cheese says “No Felicity, everybody says don’t go near the slide”. The girl cheese then climbs to the top of the grater and begins to slide down. The boy cheese screams “Felicity! Stop Felicity!” The girl cheese begins to scream as she continues to slide down with her ‘body’ becoming grated. The advertisement then shows a pizza with voiceover “Pizza Hut pan pizzas. Now with 20% more mozzarella”.

THE COMPLAINT

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

“I consider this a very sick and upsetting commercial and a sad reminder of several real life incidents where a lout placed razor blades in the joints of children’s slippery slides. One little girl was very badly slashed as she slid down.”

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 advertisement did not breach the Code and would not offend prevailing community standards, noting that the cheese ‘characters’ were presented in a clearly fictitious context. The Board, accordingly, dismissed the complaint.