

<b>COMPLAINT NUMBER</b>	17/397
<b>COMPLAINANT</b>	J. Reese
<b>ADVERTISER</b>	Pizza Hut
<b>ADVERTISEMENT</b>	Digital Marketing, Television
<b>DATE OF MEETING</b>	31 October 2017
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The advertisement for Pizza Hutt's Super Supreme pizza which appeared on television and YouTube showed a woman kneading pizza dough and included close ups of the various toppings. The end of the advertisement showed a sped-up scene with three people all kneading the dough mimicking a scene from *Ghost* where two characters turn pottery.

**The Chair ruled there were no grounds for the complaint to proceed.**

**Complainant, J Reese, said:** "I've been trying to find the appropriate code to put against my complaint but am not seeing anything about inappropriate sexual content in a food ad to link it to.

The Super Supreme Pizza Hut ad screened on Bravo TV at approximately 6.45pm on 24th October 2017. I have also included a link in the original email I sent below to Pizza Hut.

The ad finishes with three people grouped (groped might be a better word) around each other in a sexual manner - I'm not sure what movie Pizza Hutt is referring to in their response to me, but I suspect it may have had a "R" rating or at the very least had a parental guidance warning due to sexual content.

I find this ad to be offensive and unnecessary, if as Pizza Hutt say, their focus is on the dough, I'm pretty sure they could have depicted this standing beside each other rather than the this pile-up of people."

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4, Rule 5.**

**The Chair** noted the complainant's concern the scene in the advertisement which showed three people kneading pizza dough was sexually suggestive and offensive.

The Chair said the advertisement used lighthearted humour by parodying a scene from the film *Ghost*, but replacing the actors with three fully clothed Pizza Hutt employees. She acknowledged the Complainant's concerns, but she said there was nothing inappropriately sexual about the scene. The Chair also noted the scene subject to complaint used a fast forward effect and as such, was very fleeting. She said when considered in the context of the advertisement as a whole, the depiction was clearly hyperbolic and noting the intended humour, was unlikely to cause serious or widespread offence to most people.

The Chairman said the advertisement had been prepared with a due sense of social responsibility required under Basic Principle 4 and was not in breach of Rule 4 or 5 of the Code of Ethics.

Accoridngly, the Chair ruled the complaint had no grounds to proceed.

**Chair's Ruling:** Complaint **No Grounds to Proceed**