

<b>COMPLAINT NUMBER</b>	17/133
<b>COMPLAINANT</b>	L Ferri
<b>ADVERTISER</b>	Wendy's Old-Fashioned Hamburgers
<b>ADVERTISEMENT</b>	Wendy's Old-Fashioned Hamburgers Television
<b>DATE OF MEETING</b>	26 April 2017
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** Wendy's Television advertisement for the Bacon Mozzarella Burger says that to make the burger sound as good as it tastes, add an 'a' to every word thus, producing a pseudo Italian accent. The advertisement then lists each ingredient adding an 'a' at the end.

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

**Complainant, L Ferri, said:** I find the advertisement offensive because it is everything but humour and satire. It is offending the Italian culture, one of the most ancient and acculturated in the whole world, badly mangling its language. The so called "creative" who created the concept, as well as the Company, show nothing else than deep and disrespectful ignorance. This advertisement is running from a while, and multiple times a day.

**The relevant provisions were Code for Advertising Food - Principle 1; Code for People in Advertising - Basic Principle 3, Basic Principle 6.**

**The Chair** noted the Complainant's concern that the advertisement was offensive and disrespectful to the Italian culture.

The Chair's view was that the advertisement employed light-hearted humour in an attempt to brand the product as "Italian" and while this was offensive to the Complainant, it did not reach the threshold to breach the Code of Ethics or the Code for People in Advertising. The advertisement was not likely to cause serious or widespread offence because it was an advertisement for a food product and was complimentary of Italian food and culture.

Therefore the Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and there was no apparent breach of the Code of Ethics.

Accordingly, the Chair ruled there were no grounds for the complaint to proceed.

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