



CASE REPORT

1. Complaint reference number	446/03
2. Advertiser	Domino's Pizza Australia Pty Ltd
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 17 February 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts three young girls hanging out in a lounge room watching TV and behaving in stereotypically male ways including belching, playing video games and scratching their buttocks. They order a Domino's pizza and ogle at the good looking male delivery person. The tagline is "Now you can enjoy pizza like a bloke!"

THE COMPLAINT

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

"I think it's an insult to boys and girls alike. I don't want my children thinking that it's ok to behave in an unsocial and uncouth manner."

"The ad presents undesirable role models for impressionable children."

"There is no 'reverse' advertisement by the same company depicting repugnant aspects of females ..."

"This ad is completely unnecessarily enforcing this sexual hierarchy (patriarchal and heterosexist) onto its viewers".

"The only thing I believe this thing pushes to our younger generation is that such behaviour is acceptable in the wider community."

"I personally find the exposing of one's backside and belching very loudly, whether by male or female, extremely unattractive and cannot understand why anyone, let alone the people given the responsibility of setting standards for the greater community find this type of obscene behaviour acceptable."

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

"The commercials have received a 'W' classification from FACTS, which deems them suitable for transmission in any programming which is not specifically directed towards children."

"Instead of demeaning or degrading women, the commercial is actually intended to liberate them from the stereotypical behaviour which some women feel forced to display in order to be considered "ladylike"."

"We believe the commercial is entertaining, enlightened and involving, without being at all out of

sync with contemporary Australian culture.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted that in the context of prevailing community standards, the majority of people would find the advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to Discrimination (sex)/Vilification or the portrayal of sex/sexuality/nudity.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.