



CASE REPORT

1. Complaint reference number	83/04
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
6. Date of determination	Tuesday, 11 May 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a group of females ordering pizzas. When the Domino's delivery boy arrives with the pizzas, one of the females grabs him by the shirt and pulls him inside with the pizzas.

THE COMPLAINT

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

"... if it were three men and a female delivery person being dragged into the house it would be sexual assault or worse ... is it not legal for a woman to rape a man ..."

"A woman ripping a man into her apartment while two of her friends smirk is sexual harassment."

"In our current climate of charges against footballers etc, even consenting to go into the apartment of three strangers with the intention of having sex with them is entirely inappropriate."

"[The advertisement] crosses the boundaries of public and legal standards."

"I find this advertisement sexist and demeaning to men."

"To me this is a depiction of gang rape."

THE ADVERTISER'S RESPONSE

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

"The scene where the pizza delivery boy is pulled into the young womens' flat is no more than a light hearted moment in keeping with the overall tonality of the commercial. The assertion that there is then a sexual assault on the delivery boy is really missing the humour of the spot and places an interpretation on the womens' actions that goes beyond both the intention of the ad as well as community standards."

"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 this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (sex)/vilification.

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