



Case Report

1	Case Number	0354/10
2	Advertiser	Domino's Pizza Australia Pty Ltd
3	Product	Food and Beverages
4	Type of Advertisement / media	TV
5	Date of Determination	25/08/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

2.8 - Food and Beverage Code untruthful/dishonest

DESCRIPTION OF THE ADVERTISEMENT

We see an object spinning round in circles and as it slows and comes in to focus we see it is a newspaper with the headline: "Domino's makes Major Taste Change" and we hear a male voice over saying the same thing.

We then see some pizzas and ingredients, whilst the voice over describes the new tastier pizzas available at Dominos. When the voiceover describes one hundred percent aussie ground beef we see a label with the same wording stuck in a meatosaurus pizza, and when the voiceover describes delicious rasher bacon, we see a label with the same wording stuck in a supremo pizza.

The final shot is of the Dominos logo with two cartoon figures either side. One of the cartoons has a speech bubble above it saying, "It's all good" and a different voiceover says, "Domino's. It's all good." At the bottom of the screen it reads, "Dominos.com.au".

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

The slogan that Domino's Pizza are starting to use is not a true or accurate information about a food namely pizza.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

The 'It's All Good' tagline is Domino's new brand positioning which replaces 'hoo-ah'. This new tagline was used for the first time in our recent Supreme Promotion television advertisements.

'It's All Good' has been created to reflect Domino's focus and our commitment to great product, superior service and better image across all of our stores in Australia.

We believe the use of the 'It's All Good' tagline in the advertisement is appropriate in the circumstances of this product promotion which, in our view, meets the AANA Advertiser Code of Ethics.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code") and the AANA Food and Beverages Advertising and Marketing Communications Code (the "Food and Beverages Code").

The Board noted the complainant's concerns that the advertisement uses a slogan which is untrue and inaccurate.

The Board reviewed the advertisement and noted the advertiser's response.

The Board considered whether the advertisement was in breach of Section 2.1 of the AANA Food and Beverages Advertising and Marketing Communications Code. Section 2.1 of the Code states:

"Advertising or Marketing Communications for Food or Beverage Products shall be truthful and honest, shall not be or be designed to be misleading or deceptive or otherwise contravene Prevailing Community Standards and shall be communicated in a manner appropriate to the level of understanding of the target audience of the Advertising or Marketing Communication with an accurate presentation of all information, including any references to nutritional values or health benefits."

The Board noted that the slogan featured in the advertisement states, "It's All Good". The Board noted the advertiser's response that 'It's All Good' has been created to reflect Domino's focus and commitment to great product, superior service and better image across all of its stores in Australia.

The Board considered that the slogan appears at the end of the advertisement alongside a logo for Domino's and that the slogan could therefore be understood to apply to the company as a whole and not to clearly relate to the nutritional profile of any particular product. The Board considered that the term "all good" in this context is an advertising term. The Board

considered that Domino's do not actually state that their pizza are good, or are good in comparison to another food product.

The Board agreed that the advertisement did not make any representations or value judgments as to the health benefits or otherwise of the product advertised. The Board agreed that there were not misleading representations in the advertisement and that the slogan is not directly referencing anything in particular therefore cannot be considered to be untrue or inaccurate.

The Board noted that the advertiser had provided written confirmation that the beef used in their pizzas is 100% Australian beef, and that the streaky bacon supplied to Domino's is manufactured using the belly portion of full bacon middles.

Based on the above, the Board determined that the advertisement did not breach section 2.1 of the Food and Beverages Code.

Finding that the advertisement did not breach the Code or the Food and Beverages Code on any other grounds, the Board dismissed the complaint.