



CASE REPORT

1. Complaint reference number	143/07
2. Advertiser	Domino's Pizza Australia Pty Ltd (Fetta Veg)
3. Product	Food & Beverages
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Religion – section 2.1
6. Date of determination	Tuesday, 8 May 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features still colour photographs of women at a boxing workout, while a female voice over advises "You could work out"; a photo of a young woman seated in a meditation position wearing Eastern clothing and the voice over "You could try spirituality"; and another photo of various fancy shoes and "You could try retail therapy". A photo is then shown of a Domino's Fetta Veg pizza as the female voice continues "But if you really want to feel good about yourself, try Domino's new Fetta Veg. Nothing makes you feel better than doing the right thing. Feel good. Call Domino's now."

THE COMPLAINT

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

I find it offensive to suggest that spirituality is a fad that can be tried on like a pair of shoes, or bought and paid for. It would be completely unacceptable for them to substitute Christianity for the word spirituality so I don't think they should be throwing the word around like that, especially when spirituality is synonymous with particular religions such as budhism.

THE ADVERTISER'S RESPONSE

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

The advertisement in question is a light hearted ad for our new Feta Veg pizza. The ad uses examples of activities that are often associated with making a person feel good and tonally, the ad is in keeping with Domino's young, fun, light hearted brand image.

There is no suggestion or promotion of 'spirituality being just a fad that can be tried on like a pair of shoes' in the advertisement 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").

The Board noted the complainant's concern that the advertisement disparaged spirituality and possibly other religions. The Board considered that the advertisement was clearly intended as a light hearted humorous attempt to suggest that eating the advertiser's new product will make you feel good about yourself. The Board did not think that the advertisement suggested that spirituality was a 'fad'. The Board considered that the reference to trying spirituality, in the context of a number of other things that you could try in order to make yourself feel good, was humorous teasing and did not amount to

discrimination or vilification.

The Board determined that the advertisement did not breach section 2.1 of the Code. Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.