



CASE REPORT

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| 1. Complaint reference number | 26/08 |
| 2. Advertiser | Domino's Pizza Australia Pty Ltd (Supreme Salads - goth) |
| 3. Product | Food & Beverages |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Wednesday, 13 February 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a teenage girl in her room, playing guitar and singing a self-penned song. Her voiceover explains "I had just one song, until Baz extended my playlist." Her friends enter her room with a selection of new Domino's salads, and Baz tells her "I know you don't usually do salads, but this salad is amazing." As she tastes the salad her hair blows back and colours swirl around her as she tells us "New Dominos Supreme Salads hit all the right notes." She stands on her bed with her guitar singing a new song as her friends dance around the room.

THE COMPLAINT

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

It's offensive because it marginalises people from this social group and implies that their lifestyle needs lightening up as if such a lifestyle is somehow synonymous with depression. Who are Dominos to make such a judgement? It further treats people from this social group as though their life choice is somehow a disease and that consuming a Dominos salad is the cure in that it might lead to the social acceptance that Dominos seem to think goths/emo's crave.

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 Supreme Salads range with a focus on The Domino's Effect, our brand campaign and is about enjoying life and foods that are all about great taste.

There is no suggestion or promotion of Discrimination or vilification 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 depicts a young woman's attitude as needing to change or as being depressed and undesirable.

The Board viewed the advertisement and noted that the young woman is depicted in her room on her own. The advertisement then depicts her friends entering the room and changing her mood due in part to the consumption of the advertised product.

The Board considered that this advertisement did not clearly depict the young woman as being from any particular social group. The Board considered that the advertisement does not suggest that the woman is without friends until she consumes the pizza, rather it depicts the woman's friends bringing her the product and company and this leading to a happy social gathering.

The Board considered that the advertisement did not demean or vilify any person or social group and 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.