



## **CASE REPORT**

1. Complaint reference number	328/04
2. Advertiser	Domino's Pizza Aust Pty Ltd (Bacon Pizza)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 7 December 2004
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement features a pig character in an office setting with the name “Paul O’Connor” on his office door.

## **THE COMPLAINT**

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

*“How dare you in your latest advertisement about bacon on pizza use the name of Paul O’Connor as the name of the person dressed as a pig to advertise your product. As an Australian of Celtic heritage and someone whose maiden name was O’Connor, I find this advertisement offensive and prejudicial. I imagine there are many persons living in this country whose name is Paul O’Connor.”*

## **THE ADVERTISER’S RESPONSE**

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

*“In our defence, the advertisement is a humorous portrayal of a lover of the bacon on our new pizza. It in no way seeks to offend, nor contravene the code. We had to choose a straight name for our pig hero and Paul O’Connor was in fact the name of the office manager of our film director.”*

## **THE DETERMINATION**

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

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (other).

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