



## **CASE REPORT**

1. Complaint reference number	368/06
2. Advertiser	Domino's Pizza Australia Pty Ltd (Two for Tuesday)
3. Product	Food & Beverages
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Discrimination or vilification Sexual preference – section 2.1
6. Date of determination	Tuesday, 10 October 2006
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement depicts a male and two females in swimwear, dancing to music from a car-boot stereo system. A female voiceover details Domino's special offer "Like to double your fun? Then get Domino's Two for Tuesday delivered. Order any fully-priced pizza and get another one free. Buy one pizza – get one free. It's twice the fun." The scene concludes with an image of two men and the two women.

## **THE COMPLAINT**

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

*This is clearly overtly sexist, it is basically presenting women as commodities that can be used by men for "fun". By saying that you can have more fun with two women, Domino's is objectifying women. The simple comparison of 2 women to 2 pizzas demonstrates that Domino's is implying that women can be used like pizzas, as a commodity to be bought and sold. This is very damaging to society because it perpetuates the ideals of patriarchy and subordination of women.*

## **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 pizza which is far from "damaging to society because it perpetuates the ideas of patriarchy and subordination of women" as claimed, and in our view meets the AANA Advertiser Code of Ethics.*

*The fact that the final scene of the advertisement has two males and two females dancing together further supports our position.*

## **THE DETERMINATION**

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

The Board viewed the advertisement and considered whether it contravened section 2.1 dealing with discrimination and vilification and section 2.3 dealing with sex, sexuality and nudity.

The Board noted the complainant's comments that the advertisement was sexist and objectified women.

The Board considered whether the women were being depicted as 'objects' in the context of the

implication in the advertisement that a sexual 'threesome' between two women and a man was more enjoyable than sex between just two people ("double your fun"). The Board determined that while some people may find sexual connotations in this advertisement, the advertisement was clearly meant in humour and did not amount to discrimination against women. The Board therefore determined that the advertisement did not discriminate against women and therefore did not contravene section 2.1 of the code.

The Board also considered whether the depiction of the men and women contravened section 2.3 of the Code by treating sex, sexuality or nudity insensitively. The Board noted that there is no nudity in the advertisement and the dancing in bikinis and board shorts was not so sexual or provocative as to warrant removal of the advertisement from the air.

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