



CASE REPORT

- | | |
|-------------------------------|--|
| 1. Complaint reference number | 380/05 |
| 2. Advertiser | Domino's Pizza Australia Pty Ltd (Thin 'n' Crispy) |
| 3. Product | Food & Beverages |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 14 February 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows three young women preparing for a girls' night in. The girls start unzipping the fly on their jeans and discussing that they are waiting for their pizza to arrive. One girl lets her jeans fall around her ankles. The doorbell rings and the three women rush to the door. The girls open the door and the delivery boy warns "Keep your pants on girls; these are Domino's Thin 'n' Crispy." A voiceover states "Feel satisfied, not stuffed."

THE COMPLAINT

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

..Depicts girls about to take off their pair of jeans ...denigrates females

The male courier says to females 'keep your pants on'

Three girls rush to answer the doorbell unzipping the front of their jeans, to be told by the delivery boy 'be satisfied not stuffed'

The ad uses sexually suggestive words in a double meaning context 'satisfied...not stuffed'

THE ADVERTISER'S RESPONSE

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

THE DETERMINATION

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

The Board considered whether this advertisements treated sex and sexuality with sensitivity to the relevant audience and the relevant time zone. The Board did not consider that the advertisement was sexual – the girls were unbuttoning their jeans in anticipation of a filling meal.

The Board considered that the references in the advertisement to being 'satisfied not stuffed' were clearly references to the feeling of being 'sated' after a meal not over full. The Board did not consider that there was any overt sexual innuendo in this advertisement.

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