



CASE REPORT

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| 1. Complaint reference number | 403/06 |
| 2. Advertiser | Domino's Pizza Australia Pty Ltd |
| 3. Product | Food & Beverages |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 10 October 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows two young woman and a young man sitting down to eat pizza at home. As the man dives into the box, the girls stare at him and he realises he should get napkins from the kitchen. While he is out of the room, the girls take slices of pizza, and as one eats, she seems to transform her character and become "blokey", moving suggestively towards the second girl. Puzzled, the latter asks "Are you okay?" and receives the reply "I'm fine – not as fine as you though" as an arm is thrown around her shoulder. When the man arrives back in the room with the napkins, he is surprised by the scene, and hears the first girl say "You gotta try this" and smiles, seeming to understand the situation.

THE COMPLAINT

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

The voiceover makes the scene sexual...This insinuates the women are sex toys.

I believe that implied sexual references are not suitable for a prime time audience. It is not suitable for young children to be exposed to even the reference to illicit relationships. It is not necessary to promote pizza in this fashion.

THE ADVERTISER'S RESPONSE

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

This advertisement is a tongue in cheek statement that our new Roast Beef pizzas are so "blokey" that, even if you are a great looking, heterosexual female, once you've had one bite it will raise your testosterone levels significantly and bring on "bloke" behaviour.

The interaction between the two girls in our view in no way suggests any lesbian overtones - to the contrary, it is all about heterosexual behaviour.

Moreover the males reaction to the spoken words "you should try this" is in reference to the great tasting pizza and in no way suggests a menage a trois.

We do not believe the commercial contravenes the Code in any way and trust the Board are of a similar view.

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 the advertisement breached the section of the Code dealing with discrimination and noted the complainant's comments that the advertisement depicted women as sex toys.

The Board considered that most members of the public would not draw the inference from the advertisement that had been drawn by the complainant. The Board considered that the advertisement was a humorous description of the meaty pizza and the stereotype that it is usually men who like the meaty pizzas. The Board considered that any sexual undertone in the ad was subtle, unlikely to be picked up by a child audience, and was not demeaning to women nor inappropriately sexual.

The Board determined that the sexual tone of the advertisement did not depict women as sex toys and did not discriminate against women.

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