



## **CASE REPORT**

1. Complaint reference number	593/09
2. Advertiser	Domino's Pizza Australia
3. Product	Food & Beverages
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Wednesday, 20 January 2010
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement from Dominos Pizza for its online ordering service depicts a young man sitting on a couch using a laptop a faint voice is heard to say: Another display of strength from the alpha male. Another young male sits next to him and takes the laptop. A voice over then says: Love being in control, order three large pizzas and the first male then seems upset that the other male took the laptop and glances at the other male, but does nothing. The voice over then continues and explains how to order online. The advertisement ends with a screenshot of Dominos logo and online address.

## **THE COMPLAINT**

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

*Every time I see this advertisement, I feel very uncomfortable. With all of the work towards stopping bullying, I find this advertisement being the Alpha Male, taking what he wants and dominating another is objectionable. I cannot see why this concept would be considered to sell a pizza...*

## **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 shows two men sitting on a couch watching television when one takes the laptop from his friend to order Domino's online. Under no circumstances does this advertisement encourage or portray bullying. We believe the use two mates watching TV and ordering pizza online in the advertisement is appropriate in the circumstances of this product promotion 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 bullying. The Board viewed the advertisement and noted that one person takes the computer from the other and that the other man looks upset. The Board considered that the advertisement is attempting to depict a stereotypical representation of an 'alpha male' taking over the pizza ordering. The Board noted that such a depiction could amount to a depiction of bullying but considered that this advertisement depicts the behaviour as incongruous and humorous with no harm done to the larger man. The Board determined that this advertisement did not depict bullying and that the advertisement did not breach

section 2.2 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.