



CASE REPORT

1. Complaint reference number	85/05
2. Advertiser	Domino's Pizza Aust Pty Ltd (Special Deals)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 12 April 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This advertisement depicts three women in a kitchen/dining room setting. One of the women suggests that they should order pizza for dinner. Each woman requests a different flavoured pizza for dinner. As each woman makes her suggestion another woman in the group (by way of internal monologue) criticizes the choice. When the last woman suggests that they order a vegetarian pizza, one of the other women says (in an internal monologue) that she should “just pick the meat off, hippie”.

THE COMPLAINT

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

“The Domino’s ad also calls the vegetarian a hippie. ... If any other minority group ... were targeted in this way there would be a public outcry. ... A person’s lifestyle choice should not make them objects of ridicule.”

THE ADVERTISER’S RESPONSE

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

“... the commercial ... seeks to portray the compromise which is involved in choosing a pizza for a household ... the term “hippy” is said tongue-in-cheek ...”

“... the “777 Deal” actually provides a way for everyone to “get what they want” from Domino’s and the commercial is in fact conveying that both vegetarians and non-vegetarians, can now enjoy their own pizzas ...”

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