



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 94/01   |
| 2. Advertiser                 | Domino's Pizza Aust Pty Ltd   |
| 3. Product                    | Food  |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 8 May 2001   |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement shows a man opening a refrigerator and, evidently dissatisfied with its contents, he telephones for a pizza delivery. He dances happily with a female partner, but drops her to the floor when the doorbell rings. His excited expression changes on finding the female caller to be a political campaigner and he sets his dog on her. After being comforted by his partner, he again shows excitement as the doorbell rings a second time. On this occasion, the caller is a pizza delivery person. The advertisement concludes with the advertiser's details.

## **THE COMPLAINT**

Comments made by the complainants regarding this advertisement included the following:

*'While this commercial may reflect the national attitude towards woman, it is still completely unacceptable. I personally find the commercial very offensive & particularly disrespectful, sexist & tasteless towards woman.'*

*'This sort of behaviour does not convey a good message to young people. It suggests that it doesn't matter if the woman gets hurt because "the pizza has arrived".'*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics ('the Code').

The Board, noting the contextual humour of the advertisement, determined that the material within it did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.