

COMPLAINT NUMBER	17/274
COMPLAINANT	L MacCormack
ADVERTISER	Domino's Pizza
ADVERTISEMENT	Domino's Pizza, Digital Marketing
DATE OF MEETING	21 August 2017
OUTCOME	No Grounds to Proceed

Advertisement: The website advertisement for Domino's Pizza showed pictures of a whole ham and apricot pizza with a single slice in the foreground. The Chicken Kickers with Dipping Sauce are featured on a plate, with one piece of chicken cut open.

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, L MacCormack, said: The food which I purchased did not look like the pictures on the website. The value ham and apricot pizza had little cheese on it that did not cover the pizza. The picture on the website depicts a pizza with hot, steaming, thick cheese. The chicken kicker bites had a very light coating of something that looked a little like a crumbed coating but it was not crisp, it was soft as if they had been heated in a microwave. In the pictures on the website it looks like a thick, crisp coating of crumbs.

The relevant provisions were Code for Advertising Food - Guideline 2 (d), Principle 1, Principle 2.

The Chair noted the Complainant's concern that the food purchased did not resemble the images of the products advertised on the Domino's website.

The Chair noted that often advertisements for fast food employed hyperbole in order to demonstrate the range of ingredients available to consumers and showed them, or the food product, in their best light. The Chair noted a precedent Decision (13/282) which concerned a similar issue and was Not Upheld by the Complaints Board. That Decision stated in part:

"The Complaints Board noted that the ingredients advertised in the pictures on the website appeared to be included in the actual burger purchased, albeit presented in a much less attractive style. The Complaints Board was of the view that the advertisement before them intended to inform the consumer about the range of ingredients in the Bourbon Snack Burger and presented the burger in its best light in a manner that did not meet the threshold to be said to be misleading."

The Chair said that Complainant's issue was directly related to this decision. She said that the issue was with the production of the particular Domino's Pizza food items, and not with the advertisement. Therefore, the Chair considered the Complainant's concern was a service issue best addressed by Domino's.

The Chair said that nothing in the advertisement itself reached the threshold to be considered misleading and had been prepared with the due sense of social responsibility. Therefore, the Chair said the advertisement was not in breach of the Code for Advertising Food.

Accordingly, the Chair ruled there were no grounds for the complaint to proceed.

Chair's Ruling: Complaint No Grounds to Proceed