

<b>COMPLAINT NUMBER</b>	17/354
<b>COMPLAINANT</b>	S. Green
<b>ADVERTISER</b>	Domino's Pizza
<b>ADVERTISEMENT</b>	Domino's Pizza, Digital Marketing
<b>DATE OF MEETING</b>	18 October 2017
<b>OUTCOME</b>	Settled

**Advertisement:** The Domino's Pizza email advertising featured a promotion which stated "Help us raise some dough! \$1 from each pizza sold will go to Youthline - Today 4-9pm."

**The Chair ruled the complaint was Settled.**

**Complainant, S Green, said:** On Wednesday 13th September at 3:04pm, I received the attached advertisement from Domino's, via e-mail. As you can see from the e-mail, there is an message that '\$1 from each pizza sold will go to Youthline, today 4-9pm'. As such, I went ahead and ordered a pizza at approximately 7pm, with the expectation that \$1 will be given to Youthline.

I feel that this e-mail was misleading, as you needed to click on the 'Find Out More' link (see second attachment for what appears on that page) to find out that is offer is only valid on Thursday 14th September.

There was nothing in the e-mail I received on the Wednesday that the offer only applied on Thursday, and a reasonable person would expect 'today' to mean the day the e-mail was sent.

**The Advertiser, Domino's Pizza New Zealand Limited said:** "We confirm that Domino's Pizza New Zealand Limited (DPNZ) ran a 'Doughraiser' (fundraising) campaign in New Zealand whereby \$1 from every pizza sold between 4pm and 9pm on 14 September 2017 was to be donated to Youthline.

Unfortunately, as we have discovered, due to an inadvertent human error the electronic direct mail advertisement was sent early, on 13 September 2017, and referenced 'today' rather the date of the campaign being 14 September 2017 (despite this being mentioned in the full terms and conditions).

Despite the error, DPNZ has donated to Youthline \$1 from each pizza sold between 4pm and 9pm on both 13 and 14 September 2017. We confirm that payment of all donations from this campaign was made to Youthline.

Please note that we have also reviewed our procedures internally and are taking steps to ensure that this type of error does not happen again in the future."

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2.**

**The Chair** noted the Complainant's concern the Domino's Pizza advertisement promoting a donation to Youthline was misleading due to the date the offer was valid for.

The Chair said the Advertiser had acknowledged an error had occurred. Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken by honouring the promotion for both days, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

**Chair's Ruling:** Complaint **Settled**