

COMPLAINT NUMBER	20/587
ADVERTISER	Dominos Pizza
ADVERTISEMENT	Dominos Pizza Television
DATE OF MEETING	30 November 2020
OUTCOME	No Grounds to Proceed

Advertisement: The voiceover for the Dominos Pizza television advertisement said "Right now at Dominos, we're doing things by halves because this month our gourmet and traditional delivered pizzas are 50% off..." The advertisement shows several pizza delivery workers, one is wearing half a hat, one is riding half a bike and one is only clothed on the front half of his body. As he walks away from the customers, his bare, pixelated backside is revealed.

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

Complaint: Dominoes advert for "half" something.- showed a naked man from behind, albeit blurred. I can imagine the furor if that had been a woman being objectified. What I object to is the double standards. it's ok for it to be a man but I suspect not a woman.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c);

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(c) Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

The Chair noted the Complainant's concerns the advertisement showed a naked man from behind.

The Chair said the advertisement used humour to convey the message that certain pizzas were on sale with a 50% reduction in price.

The Chair said although the man's behind was naked, it was partially obscured by the use of pixelation, thereby reducing the level of offensiveness. The Chair said her view of this advertisement would have been the same if the actor had been a woman.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the pixelated image of the man's behind, in this context, was likely to cause serious or widespread offence, in light of generally prevailing community standards. While acknowledging the Complainant's view, the Chair said the advertisement did not meet the threshold to breach Principle 1 or Rule 1(c) of the Advertising Standards Code.

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

Chair's Ruling: Complaint **No Grounds to Proceed**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.