



CASE REPORT

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| 1. Complaint reference number | 22/04 |
| 2. Advertiser | McDonald's Australia Ltd (Chicken Caesar Salad) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 17 February 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement involves two girls deciding what to order at a McDonald's restaurant, and imagining themselves eating McDonald's chips, burgers and icecream. They then decide to order a chicken caesar salad.

THE COMPLAINT

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

“It is immoral to use bingeing as a means to sell a product. Bingeing is associated with eating disorders such as bulimia and anorexia nervosa, which are two very serious – and life – threatening illnesses”

THE ADVERTISER'S RESPONSE

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

“The advertisement is predicated on the basis that eating is a choice that requires careful consideration and not just purchasing the first thing that comes to mind.”

“We have been very cautious to make sure the girls depicted in the advertisement are purely seen as enjoying their food. As a result McDonald's believes that it has behaved in a responsible manner regarding both social and safety aspects of the advertisement”

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 health and safety.

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