



## **CASE REPORT**

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| 1. Complaint reference number | 10/00  |
| 2. Advertiser                 | McDonald's Aust Ltd (Footy Burger)                 |
| 3. Product                    | Restaurants  |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination      | Tuesday, 8 February 2000                           |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement commences with a scene of a bride tossing her bouquet of flowers over her shoulder to a group of waiting women. The groom notices the bouquet travelling through the air and, in the manner of an Australian Rules footballer taking a mark, jumps up to grab it, knocking some of the women over in the process. Voiceover concludes 'If you live and breathe footy, now you can eat it ... The Footy Burger ... McDonald's spectacular double quarter pounder with cheese'.

## **THE COMPLAINT**

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

*"I wish to voice my complaints about the continual use in advertising of women effecting put-downs of men, and about the portraying of women as smart and men as dumb ... a man behaving stupidly at a wedding."*

## **THE DETERMINATION**

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

The Board determined that the portrayal of the man within the advertisement did not constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.