



## CASE REPORT

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| 1. Complaint reference number | 113/03   |
| 2. Advertiser                 | McDonalds Aust Ltd (breakfast)                     |
| 3. Product                    | Food   |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination      | Tuesday, 13 May 2003                               |
| 7. DETERMINATION              | Dismissed  |

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on an early morning street scene where two elderly men are shown shuffling along behind walking frames as other people overtake them, all evidently proceeding to a McDonald's outlet. A male voiceover states: "Everyone's heading to McDonald's for the new Breakfast Bacon and Egg Roll...A freshly cracked egg and bacon rasher on a home style bun." After switching to an egg and bacon cooking, the view returns to the two elderly men still moving slowly, one stopping to look at his watch showing the time at 8am as the other says: "Don't worry, Reg, there's still plenty of time." As they continue slowly on their way, a male voiceover states: "McDonald's Bacon and Egg Roll, served fresh until 10:30 every morning. Good mornings served daily at McDonald's."

## THE COMPLAINT

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

*"...two older men are stigmatized and ridiculed by being slow. Surely it is not necessary to mock the frailty of the elderly to sell fast food."*

*"The advertisement appears to be ridiculing both the aged, deaf and disabled."*

## THE DETERMINATION

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

The Board agreed with the submitted view of the advertiser that rather than representing a negative portrayal of the aged, deaf or disabled, the advertisement indicated the warmth between old mates.

Reaching a determination that the depiction did not constitute discrimination and/or vilification as represented in the Code, which was not otherwise breached by this advertisement, the Board dismissed th