



CASE REPORT

1. Complaint reference number	125/98
2. Advertiser	McDonald's Family Restaurants
3. Product	Restaurants
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 8 September 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a group of young kids about to play a game of basketball. Two young boys are selecting team members and the advertisement shows them surveying a row of hopefuls, one of whom, (Brian) is clearly far shorter than the rest. The dialogue between the two 'selectors' includes the following:

1. 'What about Brian?'
2. Brian? (surprised sounding voice)
 1. He's quick, he shoots well and his dad takes his team to McDonalds for breakfast after.

The advertisement shows that Brian gets selected and the others in line seem surprised. In the final scene the team members are at McDonald's. One of the 'selectors' (to Brian) remarks, 'Glad you're on our team Brian.'

THE COMPLAINT

Comments the complainant made about the advertisement included:

'I...a mother of 4 children...find the ad offensive because something like that makes you wonder if your children only have friends by the amount of this they receive from so called friends.'

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 was of the opinion that the advertisement would not offend prevailing community standards and values or contravene the Code. The Board dismissed the complaint.