



CASE REPORT

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| 1. Complaint reference number | 135/01 |
| 2. Advertiser | McDonald's Australia Ltd (Burgermeister) |
| 3. Product | Restaurants |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 12 June 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a man wearing a mayoral chain and talking with a Germanic accent saying 'Bach...Beethoven ... Beetle ...Bosch ...Brunhilde ...Braun ... Notice how everything good that comes from Germany starts with a B? Introducing Burgermeister.' Visuals of a burger appear on screen as the man continues 'McDonald's great new taste of German-style crumbed pork and fresh coleslaw on a long, homestyle Bun. It's a Beauty.'

THE COMPLAINT

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

'I consider the advertisement racist, vilifying and insulting to Germans, and for those of German ancestry, such as myself, living in Australia . The advertisement stereotypes Germans as having a comical accent, when in fact such an accent does not exist today...Allowing this type of racist commercial on Australian television does little to promote Australia's policy of multiculturalism and in fact serves only to poison the soil on which different cultures are attempting to grow together.'

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 determined that the content of the advertisement did not constitute discrimination/vilification, and that the advertisement did not breach the Code on these or any other grounds. Accordingly, the Board dismissed the complaint.