



CASE REPORT

1. Complaint reference number	154/99
2. Advertiser	Mcdonald's Aust Ltd (Mini Football)
3. Product	Restaurants
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 8 June 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a man sitting on a couch tossing a football in the air while watching football on television. He says 'Hansen's got the ball ... he goes himself!' as he jumps up and begins to play an imaginary game of football while continuing to provide his own commentary. In the course of this, he runs through the house, startles a boy he runs past, knocks over a vase of flowers and dives onto the kitchen floor scoring an imaginary try. He is then shown about to kick the ball, it having been placed on a sugar bowl on the floor, continuing the commentary 'With the conversion to win the game ...'

A voiceover is then heard 'If you live and breathe footy ...', as the ball is seen heading towards a glass paned door, and continues '... now there's a better way to play it'. The man's face is shown looking disappointed as the sound of breaking glass is heard. The man then says 'Aw... missed it by a whisker'. The advertisement concludes with a picture of two miniature footballs, with voiceover continuing '... with Macdonald's Mini Footballs - collect them both for just \$1.95 each - better hurry'.

THE COMPLAINT

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

"It does not give our young people a good example of adult behaviour."

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 depiction of the man within the advertisement did not offend prevailing community views and standards, particularly given its humorous context. The Board determined that the advertisement did not breach the Code on any grounds and, accordingly, dismissed the complaint.