



CASE REPORT

1. Complaint reference number	156/99
2. Advertiser	McDonald's Aust Ltd (Anzac)
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 June 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a scene of an elderly man, an apparent ex-soldier with a number of medals on his coat breast, drinking a cup of coffee in a Macdonald's Family Restaurant. A young female employee pauses to watch the man and then fills his cup with coffee. The man asks 'How much is that, love?' to which the girl replies 'Nothing, it's free'. The man says 'Thank you' and the girl, after a brief hesitation says 'No..., thank you'. The advertisement concludes with the words 'Lest We Forget' and the Macdonald's logo superimposed on the screen.

THE COMPLAINT

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

"... this blatant display of commercial advertising involving such an important event in Australia's history ... totally inappropriate for commercial exploitation."

"... insulting that an American food chain seeks to align itself with Australian 'diggers' and what they sacrificed for our freedom, in the name of a free cup of coffee with their hamburgers."

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 ex-soldier within the advertisement did not constitute discrimination or vilification and would not offend prevailing community views and standards. Rather, it was noted that the girl was shown to be treating the ex-soldier with considerable respect. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.