



CASE REPORT

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| 1. Complaint reference number | 169/98 |
| 2. Advertiser | McDonald's Australia Ltd (Massive Muffin) |
| 3. Product | Restaurants |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 October 1998 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a young man apparently taking a break from his work on a building site. He is biting into (a McDonald's McMuffin). Another older man approaches him, looks at him and enquires, 'Girlfriend cooked dinner again last night?' the younger man nods. The voiceover, 'McDonald's New Massive McMuffin...'

THE COMPLAINT

Comments the complainant made about the advertisement included:

'...That a man after being fed the previous night by his girlfriend and so enjoying a big Mac fro breakfast or some meal the next day.'

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 did not breach the Code and would not offend prevailing community standards. The Board dismissed the complaint.