



CASE REPORT

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| 1. Complaint reference number | 179/02 |
| 2. Advertiser | McDonald's Australia Ltd (McPlayland Meals) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Monday, 12 August 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a group of children playing with a variety of toys in an outdoor setting. A voiceover states: “You can build your own McDonald’s playland at home with McPlayland happy meals. There are six toys to collect over four weeks, but hurry—for a limited time only.” The final frames display a ‘McHappy Meal’ graphic.

THE COMPLAINT

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

“The advertisement depicts children under 7 in partying groups holding and celebrating... unhealthy food products... This is patently an abuse of the suggestibility of children and promotes an unhealthy diet which has grave consequences for future populations.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The determination of the Board was that the advertisement did not contravene the Code in relation to health and/or safety, and that it did not breach the Code on any other grounds.

Accordingly, the Board dismissed the complaint.