



CASE REPORT

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| 1. Complaint reference number | 191/03 |
| 2. Advertiser | McDonalds Aust Ltd (breakfast) |
| 3. Product | Food |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 10 June 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features the voices of two men indicated to be in a McDonald's outlet, discussing "what the ladies are wearing these days." They are seemingly confused over "Dirty Denim," one of the men thinking it means clothing that is purchased dirty, making the comment: "In our day, they wouldn't have been allowed out of the house." The other man says: "Well they may not know what good taste is Don, but at least they still know what tastes good." As the men laugh, a voiceover states: "The new Breakfast Bacon and Egg roll from McDonald's. Good mornings served daily at McDonald's."

THE COMPLAINT

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

"What does a couple of old men reminiscing about the old days when they could completely rule women and choose whether or not they should let them out of the house based on what they are wearing have to do with a breakfast menu??" (Complainant's punctuation).

THE DETERMINATION

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

Noting the advertiser's submission that the dialogue was 'merely the banter between two old friends enjoying a breakfast experience,' the Board considered that most people would regard the portrayal as humorous.

It was determined that the content of this advertisement did not constitute discrimination and/or vilification, and on further determination that the material did not breach any other area of the Code, the Board dismissed the complaint.