



CASE REPORT

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| 1. Complaint reference number | 204/01 |
| 2. Advertiser | McDonald's Aust Ltd (Happy Meals - Action man/Betty Spaghetti) |
| 3. Product | Restaurants |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 14 August 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement portrays a young boy and a young girl, initially looking towards each other, and then playing separately with Action Man and Betty Spaghetti toys explained by an announcer's voice as alternative accompaniments to McDonald's Happy Meals. At the end of the advertisement, the young girl offers Action Man "a nice cup of tea," invoking a cry of despair from the young boy.

THE COMPLAINT

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

"This advertisement blatantly promotes defined gender roles by specifically telling us that boys are different from girls and so therefore they require and desire different toys just because of their gender...I believe that the attitude that just because you are a boy or a girl that your choices in toys is defined by your gender and there is something wrong with you if you do not conform to these defined role models is totally inappropriate. The advertisement promotes sexist attitudes and defined role models."

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 determined that the content of this advertisement did not constitute discrimination/vilification under the Code, and that the material did not breach the Code on these or any other grounds. Consequently, the complaint was dismissed.