

CASE REPORT

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| 1. Complaint reference number | 207/03 |
| 2. Advertiser | McDonalds Aust Ltd (Happy Meals - Piglet Toys) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 8 July 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features young children playing with toys relating to a Disney cinema production as a voiceover states: “Disney’s Piglet’s Big Movie is in cinemas now and to celebrate McDonald’s has springies and hats in their new Happy Meal. So join in the magic by joining your favourite characters.” As the voiceover continues, one of the children now seen in a cinema setting is shown heading for the toilet. When the movie ends and the other children look for him, he is shown putting on his Piglet hat and disappearing. The advertisement ends with a graphic incorporating a McDonald’s logo and the Piglet character, together with an Internet website address.

THE COMPLAINT

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

“We believe it is irresponsible of these companies to target children in this manor (sic) and that some stricter rules need to be created.”

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 noted an assurance from the advertiser that it ‘supports, recognises and abides by’ all existing advertising codes and ‘has championed the cause of Corporate Social Responsibility for many years that honours the ethical values and respect for Communities, the Natural Environment & People.’

On determination that the content of this advertisement did not contravene the health and/or safety provisions of the Code, and did not otherwise breach the Code, the Board dismissed the complaint.