



CASE REPORT

1. Complaint reference number	219/03
2. Advertiser	McDonalds Aust Ltd (McCafe)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Race – section 2.1
6. Date of determination	Tuesday, 8 July 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a McCafé scene where a tall, black basketball player is served a coffee. As he drinks it, a superimposed caption reads: ‘Short black’. As a round-faced woman drinks her coffee, a caption reads: ‘Flat white’, and as an elderly couple drink theirs, a further caption reads: ‘Babycino’, before a young man is shown slowly drinking his coffee as a caption appears reading: ‘Espresso’. A young woman is shown hanging a spoon from her nose as a voiceover states: ‘Everyone’s cup of coffee’ ahead of a closing logo.

THE COMPLAINT

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

“I personally find the commercial in poor taste and am highly offended by the inferences...It would appear to me that McDonalds did not consult with indigenous people on the appropriateness of using an African American person, even as a humorous attempt at marketing short back coffee in this commercial.”

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 advice from the advertiser that while a pre-broadcast opinion had been obtained from Cultural Partners Australia that no offence would be caused to any group or section by this advertisement, it had responded to the complaint by having changes made to the material.

The Board considered that the majority of people would not be offended by the content of the advertisement as viewed, and determined that it did not constitute discrimination and/or vilification.

On further determination that the material did not contravene the Code on any other grounds, the Board dismissed the complaint.