



CASE REPORT

1. Complaint reference number	241/01
2. Advertiser	McDonald's Australia Ltd ('Getaway')
3. Product	Restaurants
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 9 October 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts two young male adults running through city streets and two people wearing police-style uniforms in apparent pursuit. When they eventually all enter a McDonald's restaurant it becomes clear both pairs have been hurrying to get there before the 10:30am deadline for breakfast orders.

THE COMPLAINT

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

"...this commercial is inappropriate as the Police force are made to look inept. They have had enough bad publicity. The persons they are chasing (in the commercial) could be ethnics and they too are having a considerable amount of negative press."

THE DETERMINATION

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

Noting that the uniforms used in the commercial were generic rather than actual police issue, the Board determined that the content of this advertisement did not, in any event, contravene the Code's provisions relating to discrimination and vilification.

Finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.