



CASE REPORT

1. Complaint reference number	245/05
2. Advertiser	McDonalds Australia Ltd (Cajun Chicken Nuggets - vase)
3. Product	Restaurants
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 September 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The opening scene in this television advertisement depicts a group of office workers eating from a packet of Cajun Chicken McNuggets. A voiceover states: “*There’s one thing about McDonald’s new Cajun Chicken McNuggets and spicy dipping sauce. They’re seriously spicy*”. As the spicy chicken McNuggets become too much for the office workers to handle, they look around for a source of water. Noticing that the water cooler is empty, that the jar of water on the desk is also empty and that the restrooms are out of order, the office workers scramble towards a vase containing flowers and water. One of the office workers lifts up the vase and pours the water into her mouth.

THE COMPLAINT

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

“... I think the ad should be altered or withdrawn as it gives kids the wrong idea and could be dangerous...”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“... It is important to note that the general tone of ad is light-hearted and clearly employs a melodramatic style to emphasise the lack of reality in the situation and to emphasise in a fun way how seriously spicy the Cajun nuggets and spicy dipping sauce are.”

“... It is in comic desperation that they all rush to the vase to cool down the taste. It was not the intention to suggest water in a vase is a realistic source of drinking water. We do not believe the ad encourages people to seriously drink from a flower vase.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted that the advertiser had employed deliberate and obvious humour in this advertisement and that both adults and children were likely to understand that the advertisement should not be taken literally. The Board further considered that the actions depicted did not amount to a serious risk to health and safety.

The Board determined that the advertisement did not breach the provisions of the Code relating to health and safety. Further finding that the advertisement did not breach the Code on any other grounds the Board dismissed the complaint.