



CASE REPORT

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| 1. Complaint reference number | 246/05 |
| 2. Advertiser | McDonald's Australia Ltd (Cajun Chicken Nuggets - snowdome) |
| 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 office workers in an office setting eating from a packet of Cajun Chicken McNuggets. As the spices on the chicken McNuggets become too much for the group to handle they look around the office for sources of water. Realising that the water coolers and water jars are empty the group begins to look for alternate sources of water. They first notice a snowdome sitting on a desk, then a courier carrying a bottle of water, and finally a fishbowl. Members of the group scramble in different directions to the alternative sources of water. One man is shown to drink from a fishbowl and another to crash-tackle the courier carrying a bottle of water. The final scene in the advertisement depicts a man attempting to drink the water from a snowdome.

THE COMPLAINT

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

“... sends the wrong message especially to children. The fluid content is not pure drinking water, but in some cases carbon tetrachloride.”

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 a variety of unusual sources of water, including the snowdome... to cool down the taste. It was not the intention to suggest that the water in a snowdome is a realistic or appropriate source of drinking water. We do not believe the ad encourages people to seriously drink from a snowdome.”

THE DETERMINATION

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

The Board considered that the advertiser had used deliberate and obvious humour in this advertisement and that the majority of both adults and children would understand that the advertisement was not meant to be taken literally. The Board also considered that snowdomes are sealed objects and would be difficult for a child to break open. The Board considered that it was highly unlikely that a child would be induced to drink the water from a snowdome (which would

require significant effort to break open) and would, instead, seek an alternate and safe source of water.

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.