



CASE REPORT

1. Complaint reference number	249/00
2. Advertiser	Burger King Aust Pty Ltd (Whopper)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2 Health and safety – section 2.6
6. Date of determination	Tuesday, 5 September 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays the footballer, Wally Lewis, as a spectator at a match. A young man carrying a (Burger King Whopper) hamburger sits beside him in the stand and, recognising Lewis and glancing at his hamburger, says as voiceover: 'You know what? You're not the King. I am. He who has the Burger King Whopper is the King.' To shots of the burger, the voiceover continues: 'I've got the flame-grilled patty, plump, juicy tomatoes, real burger taste. What've you got?' The young man looks at Lewis, says 'You're nothing', rises to his feet and, holding the burger aloft, says 'I am the King'. Addressing Lewis, he says, 'You're not the King. I'm the Ki..' Lewis' elbow moves towards the young man, there is the sound of a thud as the young man jerks backwards, Lewis takes the burger, says 'Now who's the King?' and takes a bite. A male chorus thrice chants, 'Be the King' and the advertisement concludes with a shot of the product and the advertiser's logo.

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

'I feel this sets a very bad example for children of all ages but especially those who might consider Wally Lewis to be a role model and someone to emulate.'

'The ad demonstrates that bullying will reap rewards. Wally Lewis gets what he wants through a violent act.'

'Violence and bullying are a significant problem in our society and I feel that this type of promotion will only make the issue more of a problem not less.'

'Not only is the level of violence extreme but it is so trivialised that children and simple-minded adults would actually be encouraged to copy it. It is dangerous and unfair to children in that it portrays violence as funny and ignores the consequences.'

THE DETERMINATION

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

The Board determined that the material within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.