



CASE REPORT

1. Complaint reference number	279/01
2. Advertiser	McDonald's Aust Ltd (Subway)
3. Product	Restaurants
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 13 November 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens on a park where cars are delivering young children for various field sports. Kitted in the respective uniforms, the children play their games in a range of weather conditions, urged on by their coaches and encouraged by adults at the sidelines. As the adults watch the play, an announcer's voice says: "It could be any Saturday at fields and parks all over Australia. And although they might not know it yet, they'll look back on days like these as some of the happiest days of their lives—and so will their kids. So McDonald's would like to thank the parents for making Saturdays the best days ever." The advertisement concludes with scenes of the children at a MacDonald's restaurant.

THE COMPLAINT

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

"Discriminatory—says spend time with your child on Saturday doing sports—against some religions who observe Saturday as a religious day. Why don't they say Sunday, or spend a day with your child."

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 determined that the content of this advertisement did not contravene provisions of the Code relating to discrimination and vilification.

The Board further determined that the material did not breach the Code on any other grounds and, accordingly, dismissed the complaint.