



CASE REPORT

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| 1. Complaint reference number | 3/05 |
| 2. Advertiser | McDonald's Australia Ltd (Pecking Order) |
| 3. Product | Restaurants |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6
Other - Social values |
| 6. Date of determination | Tuesday, 8 March 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a number of people in an office stating to other employees what they want from McDonald's for lunch. The requests start from a Senior Manager and work their way down to the work experience boy who is forced to take the list to McDonald's and collect everybody's lunch. The tag line is "McDonald's. Make it the top of your pecking order."

THE COMPLAINT

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

"I feel it gives a very bad image to any young person attempting work experience, as well as breaking WorkCover rules. At the end of the advertisement the kid is sent off to errands with no introduction, no induction to the work place and then has to cross a busy road in dangerous manner..."

"What I find offensive in this ad is what I believe to be the depiction of workplace bullying, particularly the "work experience" boy. He is treated disdainfully and disrespectfully by the person who thrusts the food orders at him and, in my view, is discriminated against on the basis of his youth and lowly position in the employee hierarchy."

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 the ad is light-hearted and good humoured and clearly does not either attempt to demean any person whilst they are on work experience nor in any other role in the fictitious office. Each worker is shown in a positive light."

THE DETERMINATION

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

The Board was of the view that in the context of prevailing community standard, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to health & safety and/or the portrayal of people (social values).

Further finding that the advertisement did not breach the Code on any other grounds, the Board

dismissed the complaint.