



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 303/04 |
| 2. Advertiser | McDonalds Aust Ltd (ice cream) |
| 3. Product | Restaurants |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Advertising to Children Code - Parental authority – section 2.4
Advertising to Children Code - Social value – section 2.4
Other - Social values |
| 6. Date of determination | Tuesday, 9 November 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a young boy smashing open a piggy bank given to him by his grandmother to retrieve the first \$2 coin his grandmother wanted him to save for things he really wanted. He uses it to get an ice cream cone for himself and his grandma from McDonald's.

THE COMPLAINT

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

“This offends my belief as a parent that children can act in a destructive manner and not be reprimanded for such. Mcdonalds is supposed to be pro family but this advertisement shows that if you can act in a bad way then you can get what you want...”

“I was appalled at the message this sends to young children. As a society we are becoming increasingly dependant upon credit card debts with high interest rates so that we can acquire all the material possessions we feel we need. I believe McDonalds is sending a rotten message to kids with this advertisement and I found it disturbing.”

“As a parent trying to encourage saving it was a very very poor example.”

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 undermine authority nor prevent children from saving. The child, in fact, states how important saving is in the final shot. He is also shown sharing with his Grandmother.”

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 message conveyed in the advertisement was not that it is okay for children not to save, but rather, that this child had in fact saved for what he really wanted (i.e. two

McDonald's ice cream cones) and would do so again.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (social values and parental authority).

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