



## **CASE REPORT**

1. Complaint reference number	309/00
2. Advertiser	McDonald's Australia Ltd (French Fries)
3. Product	Restaurants
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6 Other - Miscellaneous
6. Date of determination	Tuesday, 17 October 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts a man in his car in a traffic jam. A young boy turned in the rear seat of the vehicle ahead distorts his face and pokes his tongue at the man, who responds by producing a container of (McDonald's) French Fries. The boy stops 'making faces', the man grins and eats a chip. To a tune with the lyric, 'Mac your day. McDonald's here to stay', the boy smiles back and drops his head. The advertisement concludes with the advertiser's logo and text, 'Mac your day'.

## **THE COMPLAINT**

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

*'It is law that all persons in a motor vehicle must be wearing seat belts. .... I have taken offence to the child being cheeky to an adult.'*

*'I am thoroughly discusted (sic) ..... where you allow a boy to poke his tongue out.....'*

## **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 on Health & Safety and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.