



CASE REPORT

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| 1. Complaint reference number | 319/01 |
| 2. Advertiser | Burger King Aust Pty Ltd (Xtreme Bacon & Cheese Whopper and Coke) |
| 3. Product | Restaurants |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 December 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a Burger King Customer Insight Manager saying, ‘To really get inside the minds of our valued Burger King customers, we hired a psychotherapist.’ The psychotherapist is then shown with three males, the first of whom says, ‘It’s pretty big, but sometimes I wish it was just a bit bigger.’ The second says, ‘Just a few centimetres’, and the third says, ‘Double the size would be good.’ The advertisement concludes with an animated graphic depicting a Burger King product over a caption reading, ‘Xtreme Coke Enlargement’, as a voiceover says, ‘The new Xtreme Bacon & Cheese Whopper. Get it in a value meal right now and we’ll enlarge your Coke to double its normal size. That’s right. An extreme Coke enlargement. Only at Burger King. We know what you want.’

THE COMPLAINT

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

‘The ad speaks of “enlargements” as being what is (sic) wanted. It is embarrassing to have this on and even my 13 and 16 year olds describe it as gross.’

‘..... a disgusting ad with a lightly veiled innuendo re the size of a burger compared with that of a penis. This ad offends both my wife and I (sic).’

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 content of the advertisement did not breach the Code in relation to its portrayal of sex, sexuality and/or nudity, and was not in contravention of the Code on any other ground.

Accordingly, the Board dismissed the complaint.