CASE REPORT

1.	Complaint reference number	329/99
2.	Advertiser	Burger King Aust Pty Ltd (Rodeo Burger)
3.	Product	Food
4.	Type of advertisement	TV
5.	Nature of complaint	Health and safety – section 2.6
6.	Date of determination	Tuesday, 12 October 1999
7.	DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a scene of a boy walking down a street holding a Burger King bag. As he passes a telephone booth, a man dressed in cowboy gear jumps out and begins chasing the boy down the street while twirling a lasso. The voices of two 'commentators' are then heard saying 'Well Jimbo, it sure ain't gonna be easy for the champ … That's right Chuck, now he's late out of the chute, he's gonna have to grab that flame grilled Rodeo Burger in record time … And the kid sure ain't gonna give it up easy … That's right, 6.5 seconds, will he make it? …These are crucial moments now and … Yes! He's made it, he's got the Rodeo Burger". At this point, the cowboy throws the lasso over the boy's head, pulls him to the ground, ties him up and takes his burger. As the cowboy is seen walking away, voiceover says "You don't see that every day … No sir".

THE COMPLAINT

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

"It makes out that it is OK to get what you want by stealing it from someone else."

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement did not contain material that contravened prevailing community standards on safety, noting that the sequence of events was presented in an exaggerated and clearly unrealistic manner. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.