



CASE REPORT

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| 1. Complaint reference number | 338/99 |
| 2. Advertiser | McDonalds Aust Ltd |
| 3. Product | Restaurants |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 12 October 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement features two men having the following conversation.

Man One “Oh, she’s amazing John. She makes mornings a pleasure.”

Man Two “Yeah, how does your wife feel about it?”

Man One “Oh, she doesn’t mind. It’s much better than staying at home. This girl makes me a sensational breakfast and she really cares,”

Man Two “Wow, what do you give her in return Chris?”

Man One “\$3.25 – that’s all she asks for. That’s all a delicious bacon and egg McMuffin, hash brown and coffee costs.”

Voiceover then says “Relax and enjoy McValue breakfast. Only \$3.25. Only at McDonalds”.

THE COMPLAINT

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

“It’s making out quite clearly that the woman is a prostitute – a bargain price prostitute. This is not acceptable. It’s not funny and certainly not clever – rather, it’s misogynistic, moronic, totally distasteful and insulting.”

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 constitute discrimination or vilification, nor did the advertisement breach the Code on the grounds of its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.