



CASE REPORT

1. Complaint reference number	384/05
2. Advertiser	McDonald's Australia Ltd (Warm salads)
3. Product	Restaurants
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 14 February 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement has a woman commenting on her life growing up with McDonald's. She is shown at age five with friends at a McDonald's birthday party; at age ten with her Dad and brother at McDonald's, then with her school friends at age fifteen when she has a 'crush' on one of the boys working there. The woman is then depicted at age twenty walking past McDonald's with her boyfriend, commenting "Macca's wasn't for me..." A close-up is then shown of the product - new warm Crispy Cut and Herb Fusion Salads with Ranch salad dressing - with a voiceover stating "The latest reason to come back to McDonald's". We then see the woman, now thirty and with a five year old daughter, eating the salad. The woman is enjoying the salad but distracts her daughter and eats one of the daughter's fries.

THE COMPLAINT

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

The inference is that healthy foods (salads) are only for adults and it is ok to give children chips as their meal. With increasing problems with obesity among children this ad conveys the wrong information

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

...her child actually has a meal of small fries and a cheeseburger which is still in the wrapping.

The purpose of having the child eat the fries at the end of the TVC was to tie back into the adult's actions as a child of pinching chips from her brother and in a light hearted manner to say that while McDonald's had changed, she hasn't in that she still likes to pinch and eat fries.

THE DETERMINATION

The Advertising Standards Board (the Board) noted that this advertisement was an advertisement directed to adults and did not come within the AANA Code for Advertising to Children. The Board considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board considered whether this advertisement portrayed material contrary to prevailing community standards on health and safety – in particular whether the portrayal of the child eating chips is contrary to community standards re health eating for children. The Board did not consider that the advertisement promoted excessive or improper eating, nor did it suggest that children should not eat the McDonald's range of salads. The Board noted that it is not improper to eat any particular food

in the context of a balanced diet and exercise. The Board considered that the complaint was more about the product being advertised (McDonald's) than the particular content of the advertisement.

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