



CASE REPORT

1. Complaint reference number	422/99
2. Advertiser	McDonald's Aust Ltd (McOz Burger)
3. Product	Restaurants
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 8 February 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts an Asian couple in Darling Harbour, Sydney speaking to each other in Japanese as they are about to eat 'McOz' hamburgers. Voiceover says 'With onions and that Australian slice of beetroot, the McOz ...', as the man takes a bite from the hamburger and says 'No worries mate, it's a bewdy!' Voiceover concludes '... brings out the Aussie in anyone'.

THE COMPLAINT

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

"I find this commercial highly offensive, morally abhorrent and socially damaging ... This is racial discrimination because it attacks the identity of Australians, it stereotypes Australians and promotes this stereotype."

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 depiction of the couple within the advertisement did not raise any issues of discrimination or vilification. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.