



CASE REPORT

- | | |
|-------------------------------|--|
| 1. Complaint reference number | 442/99 |
| 2. Advertiser | McDonald's Aust Ltd (McFlurry) |
| 3. Product | Restaurants |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a scene of three teenage schoolboys sitting outside a school. As a car pulls up, one boy says sarcastically to another 'Mummy's here'. The boy gets into the car, says 'Hey mum' and leans across to give the driver a kiss, stopping short as he notices that the driver is a young woman wearing a low cut, tight fitting short dress. The boy says 'Wooh, wrong car ... You're not my mum' then looks down at the woman's breasts and legs and says 'You are definitely not my mum!'. Voiceover says 'New McFlurry from McDonalds. For a cool spin on your afternoon'.

THE COMPLAINT

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

"It encourages males, and pubescent and teenage males in particular, to see women as sex objects ... It puts down mothers, the implication being that mothers cannot be attractive or conform to the perceived perfect body ... Body worship in this context is frequently the cause of diseases such as bulimia and anorexia."

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 was of the view that the portrayal of the woman within the advertisement did not constitute discrimination or vilification, nor did the advertisement contravene community standards in 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.