



CASE REPORT

- | | |
|-------------------------------|--|
| 1. Complaint reference number | 63/00 |
| 2. Advertiser | McDonalds Aust Ltd (McFlurry - Exchange Student) |
| 3. Product | Restaurants |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 14 March 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a scene of a teenage girl, apparently arriving home from school. Her mother says ‘Sal, the exchange student Michel’s arrived’, as the girl asks ‘Mum, does she have to share my room?’ The mother says ‘We were wrong...she’s a he’ as a teenage boy is shown rising from a chair. The girl looks at the boy, apparently visualizing him not wearing his tee-shirt. Voiceover says ‘New McFlurry from McDonald’s. For a cool spin on your afternoon’. The advertisement closes with the mother saying ‘No Sal, You can keep the room all to yourself.’

THE COMPLAINT

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

“I consider that the advertisement denigrates the whole exchange student movement, which has been of tremendous benefit to thousands of young people worldwide.....Why do McDonald’s have to resort to using teenagers with this very nasty, leering sexual innuendo to sell hamburgers?”

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 scene depicted in 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.