

COMPLAINT NUMBER	18/010
COMPLAINANT	C. Heaps
ADVERTISER	McDonald's Restaurants (NZ) Ltd
ADVERTISEMENT	Television
DATE OF MEETING	10 January 2018
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for McDonalds promoted a free tote bag with purchase of a sharebox. The advertisement said, the bag was available "while stocks last".

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, C Heaps, said: Mc Donalds are advertising a sharebox special \$25 in a blue carry bag.

I went to Rangiora McDonalds 20/12/17 they ran out of bags 3 weeks ago and were not expecting any more. The sharebox was in brown Mc Donalds paper bags and not even a box.. (the bag was the selling point)

This is false advertising and deliberate misrepresentation. McDonalds (whom I have rung) have known for weeks that some stores did not have the bags. The advertisements should have been pulled or altered until all stores had them.

Rangiora now has the bags and I can go and pick one up...however this palaver should not happen in the first place and how many others have been misled and can't be bothered complaining about it.

The relevant provisions were Basic Principle 4 and Rule 2 of the Code of Ethics.

The Chair noted the Complainant's concern it was misleading to advertise the free tote bag with purchase as it was no longer available in some stores.

The Chair observed the advertisement stated the tote bag was available "while stocks last." While the Complainant said the bag had not been available for considerable amount of time in their area, the advertisement itself was not misleading.

The Chair ruled the advertisement was unlikely to misled or deceive the consumer and had been prepared with a due sense of social responsibility. It was therefore not in breach in of Basic Principle 4 or Rule 2 of the Code of Ethics.

Accordingly, the Chair ruled the complaint had No Grounds to Proceed.

Chair's Ruling: Complaint **No Grounds to Proceed**