

COMPLAINT NUMBER	20/432
ADVERTISER	McDonald's Restaurants (NZ) Ltd
ADVERTISEMENT	McDonald's Monopoly, Poster
DATE OF MEETING	21 September 2020
OUTCOME	No Grounds to Proceed

Advertisement: The McDonald's bus shelter advertisement promotes the return of the McDonald's Monopoly sales promotion scheme. The advertisement says "Peels good to be back" and shows the Monopoly Mascot surrounded by prizes to be won.

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

Complaint:

I saw McDonalds Monopoly advertised on a bus stop in Hamilton. I did not get a picture of the bus stop but it is also on their web site. They are using a kids game (Monopoly) with large text about winning millions of dollars. In the small print on the bus stop they may mention the prizes but this was not something I could see driving past.

I feel this is normalizing gambling by advertising to kids by using a kids game and in places they will see it. There are a lot of school children that commute by bus.

The relevant provisions were Code for Advertising Gaming and Gambling - Guideline 1 (a), Principle 1

Principle 1: Social Responsibility: Gambling advertisements must be prepared and placed with a high standard of social responsibility to consumers and to society.

Rule 1(a) Children and Young People: Gambling advertisements must not target children or young people.

The Chair noted the Complainant's concern the advertisement was promoting and normalising gambling to children.

The Chair said the Monopoly game was a sales promotion scheme which was only available by purchasing specific food products at McDonald's. She considered the prizes on offer were more likely to appeal to adults rather than children and noted the terms and conditions of the promotion clearly stated the game could only be played by those over 16 years of age, with a requirement for those under 18 to obtain the consent of a parent or legal guardian to enter.

While acknowledging the genuine concerns of the Complainant, the Chair said with these safeguards in place, the advertisement did not encourage or normalise gambling to children.

The Chair said the advertisement was not in breach of Principle 1 or Rule 1(a) of the Code for Advertising Gaming and Gambling.

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

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

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.