

COMPLAINT NUMBER	20/524
ADVERTISER	McDonald's Restaurants (NZ) Ltd
ADVERTISEMENT	McDonald's, Television
DATE OF MEETING	19 October 2020
OUTCOME	No Grounds to Proceed

Advertisement: The McDonald's television advertisement for the \$10 'Five Piece Feast' shows a man altering a sign which is offering free items, flipping the free sign over and writing '\$10' on it. The voiceover says "A little goes a long way at Macca's."

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

Complaint: I am not comfortable with McDonald's advertising their products worth \$10 when a passerby changes the stuff offered for free to \$10. His actions put wrong ideas in children mind about dishonesty.
I wish to see you take necessary action.

The relevant provisions were Advertising Standards Code - Principle 1, Principle 2, Rule 1(c), Rule 2(b);

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1 (c) Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

Principle 2: Truthful Presentation: Advertisements must be truthful, balanced and not misleading.

Rule 2(b) Truthful Presentation: Advertisements must not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. This includes by implication, inaccuracy, ambiguity, exaggeration, unrealistic claim, omission, false representation or otherwise. Obvious hyperbole identifiable as such is not considered to be misleading.

The Chair noted the Complainant's concern the advertisement could promote dishonesty.

The Chair said the action to alter the free sign to try and make \$10, while cheeky, could not be considered dishonest. This is because the lamp was being given away for free and the recipient, having taken possession, is entitled to do what they want with it, including selling it.

The Chair said what the advertisement had tried to show in a humorous way was the lengths the man would go to in order to purchase the \$10 meal deal on offer. The Advertiser's portrayal of the situation did not reach the threshold to cause serious or widespread offence and was not in breach of Principle 1 or Rule 1(c) of the Advertising Standards Code.

The Chair said the hyperbolic nature of the advertisement was not likely to be replicated by children and did not reach the threshold likely to mislead or deceive consumers and was not in breach of Principle 2 or Rule 2(b) of the Advertising Standards Code.

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.