

COMPLAINT NUMBER	21/303
ADVERTISER	McDonald's Restaurants (NZ) Ltd
ADVERTISEMENT	McDonald's, Television
DATE OF MEETING	8 June 2021
OUTCOME	No Grounds to Proceed

Advertisement: The McDonald's television advertisement shows two people eating McDonalds. The man eats a burger and says, "This is so good, so spicy." The woman says "Relax, it's just chicken." The man replies "Just chicken! Is Shakespeare just a playwright? Is rugby but a game? No, it's more than that! Its Macca's chicken!"

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

Complaint: A McDonalds Advert for chicken burgers. Has a guy with a speech impediment with minor reference or context to Shakespeare. This will cause harm to kids and adults that have speech issues. There is no need for this. It was also again on sky 5 tonight at 9.25pm 1 June 2021.

I have raised this with sky and they simply referred me to you.

I have also raised this with McDonalds directly.

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

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.

The Chair noted the Complainant was concerned the advertisement could cause harm to people with speech impediments.

The Chair carefully reviewed the advertisement and noted the actor who featured in the advertisement was Hamish Parkinson, who does have a slight lisp.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of the character's speech pattern, in this context, was likely to cause ridicule or serious or widespread offence, in light of generally prevailing community standards.

The Chair said there was nothing in the advertisement which specifically drew attention to or mocked the character's speech. It showed two people talking about the product with one actor shocked by the other's lack of awareness about what he considers to be superior chicken additions to the McDonald's menu. The Chair said the advertisement was not in breach of Principle 1 or Rule 1(c) 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.