

<b>COMPLAINT NUMBER</b>	21/567
<b>ADVERTISER</b>	McDonald's Restaurants (NZ) Ltd
<b>ADVERTISEMENT</b>	McDonalds, Television On Demand
<b>DATE OF MEETING</b>	25 January 2021
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The 60-second McDonalds television on demand advertisement shows an grandfather looking after his grandchildren. He struggles to connect with them as they are each using devices. He turns off power in the house and takes them for a drive in his vintage car. They are shown skipping stones, feeding an alpaca and pranking another motorist. The advertisement ends with the family gathered around the parked car, smiling and having takeaway McDonalds meals together. The voiceover says, "Make time for family this summer with the Mac family". The ad then shows a close up of three burgers, the Mac Jr, Big Mac, and Grand Big Mac.

**The Chair ruled there were no grounds to proceed.**

**Complaint:** This ad has been running during MagnumPI on 3NOW for last few weeks.

It depicts three sizes of burger (shot with perspective distortion to grossly inflate size).

Its theme is that "fast food is conducive to improving family relationships": partly true - it is also conducive to weight gain, etc.

There are much better ways to improve family relationships than 3 sizes of burger and is therefore promoting improper causations with consumption

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

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

**Rule 1(h) Health and well-being:** Advertisements must not undermine the health and well-being of individuals.

**The Chair** acknowledged the Complainant's concern that the advertisement depicts fast food as a way to improve family relationships.

The Chair said that the advertisement was about connecting with family across the generations. The advertisement shows an older man looking after his grandchildren. As well as sharing a McDonald's meal together, the Chair noted the children are shown engaging with their grandfather skipping stones and laughing in the car. She said that the McDonald's meal is portrayed as just one experience in a day of family time together.

The Chair said the advertisement did not condone excessive consumption or show a quantity of food that exceeded the appropriate portion sizing per person.

The Chair said the advertisement was prepared with a due sense of social responsibility and was not in breach of Principle 1 or Rule 1 (h) 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](http://www.asa.co.nz). Appeals must be made in writing with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.