

McDonald's Malaysia removes ad hinting at Najib's 'kangkung' remark
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Fast food chain McDonald's has pulled down an advertisement that played a pun on Prime Minister Datuk Seri Najib Razak's "kangkung" remark from stores nationwide.

Citing an oversight, the company told news portal Malaysiakini that the publicity material was "unapproved".

"McDonald's Malaysia wishes to clarify that due to a communication oversight, the unapproved visual was produced and made its way to our restaurants.

"All the materials have been immediately removed," it said.

Najib's speech lamenting that Putrajaya was not credited when prices of items such as kangkung, or water spinach, went down, had set off a series of condemnations and memes, with netizens poking fun through videos and even online games.

Joining in the fray was McDonald's promotional poster, placed on restaurant tables as part of its McSavers campaign.

Written in Bahasa Malaysia, it said, "Prices of vegetables did not go down but prices of burger continue to fall".

Several days later, the material was removed.

According to the Statistics Department, the consumer price index for vegetables went up from November to December 2013. – February 11, 2014.

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Source:

<http://www.themalaysianinsider.com/malaysia/article/mcdonalds-malaysia-removes-ad-hinting-at-najibs-kangkung-remark>

