

COMPLAINT NUMBER	18/314
COMPLAINANT	M Gibson
ADVERTISER	Restaurant Brands NZ Ltd
ADVERTISEMENT	KFC Television
DATE OF MEETING	24 September 2018
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for KFC “Hot Rods” shows a woman and a man sitting by an escalator, both eating a “KFC Hot Rods Box Meal”. The voiceover says: “Spice it up with KFC Hot Rods, hot and spicy marinated pieces of tender chicken”.

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

Complainant, M Gibson, said: Latest KFC AD for KFC " Hot Rods " Features two teenagers sitting down to eat their \$9.99 pack of " Hot Rods ". The box appears to be overflowing with the contents of the chicken etc when in fact when you purchase same the chicken kebab shaped pieces sit at the base of the box flat and are nowhere near the amount that appears in the advertisement.
The ad would appear to be good value when in fact it is not. Having bought one I was very disappointed and felt cheated.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2.

The Chair noted the Complainant’s concern the amount of food shown in the advertisement is misleading compared to the amount they received when they purchased a KFC “Hot Rod” meal.

The Chair said the purpose of the advertisement was to advertise the “KFC Hot Rods Box Meal” and noted there is a level of acceptance that advertisements for food products often feature an idealised presentation.

The Chair acknowledged that the contents of the box appeared higher up in the box than one would normally expect, but she suggested this arrangement was designed to ensure that the television audience could easily see what the box contained.

The Chair said the advertisement accurately shows the contents of a “KFC Hot Rods Box Meal”: three “Hot Rods” of chicken, a bag of fries, a drink and a container of potato and gravy.

While the Chair noted the Complainant’s concerns, she said the advertisement did not reach the threshold to be considered misleading, taking into account the context, medium, audience and product.

In light of the above, the Chair said there was no apparent breach of the Code of Ethics.

Therefore, the Chair ruled that 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 days of receipt of this decision.