

COMPLAINT NUMBER	18/377
COMPLAINANT	J Toseland
ADVERTISER	Restaurant Brands NZ Ltd
ADVERTISEMENT	KFC, Digital Marketing, Television
DATE OF MEETING	19 November 2018
OUTCOME	Settled – advertisement removed

Advertisement: The KFC television and digital marketing advertisement shows people playing irresponsibly on a travelator, including laying and sitting on the hand rail as they pretend to swim or ride a horse.

The Chair ruled the complaint was Settled

Complainant, J Toseland, said: I would like to lay a complaint about an ad on television currently being advertised. This ad shows adults riding on an travelator doing stupid things like riding on the pallets and handrails while waiting for a boarding call for a plane. The ad is also on utube https://www.youtube.com/watch?v=fCHAp_mdsVQ

I am a lift contractor and find this very offensive. This protrays is ok to play on travelators and escalators.

I have been involved with incidents where people get clothing caught in the steps or pallets, or poeple fall over nad the escalator doesnt stop and they are hurt or come away with skin missing. Infact about 4-5 weeks ago I was taking my granddaughter down holding her hand the escalator and when near the bottom as the steps neared the bottom I lost my ballance and fell backwards. This made my granddaughter fall over as well and my daughter was behind me. Because the escalator doesnt stop I found the pushchair ontop of me and my granddaughter about to come to the end where the combplate is. This combplates become very sharp and you can be spiked or loss fingers. I realised this and Picked her up and tossed her off the end but I los csome skin on my arm.

I believe this ad should be pulled for the air as it give the idea people including kids can play on this equipment.

Should you wish to consider this complaint I recommend you cantact the major lift companies for there comments on the dangers of travelators and escalators.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 12, Rule 5;

The Chair noted the Complainant’s concern the advertisement showed the unsafe practice of playing irresponsibly on travelators.

The Chair acknowledged the Advertiser had indicated the advertisement had finished and it did not plan to rerun this campaign.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in refraining from running the advertisement again, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

Chair’s Ruling: Complaint **Settled – advertisement removed**