

COMPLAINT NUMBER	19/008
COMPLAINANT	M Kalderimis
ADVERTISER	Restaurant Brands NZ Ltd
ADVERTISEMENT	Restaurant Brands NZ Ltd Television
DATE OF MEETING	14 January 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for KFC opens with a woman sitting at an office desk wearing a telephone headset. She answers a call and says “Your call is important to us,” then she says “Please hold the line for...(she breaks into a smile) 15 minutes”. The camera then pans backwards to reveal a pack of KFC Popcorn Chicken on the desk in front of her. The voiceover then says “Put everything on hold with a KFC snack box.”

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

Complainant, M Kalderimis, said: the ad portrays a polynesian girl putting a customer on hold by phone for 15 minutes so that she can eat KFC
I find this stereotyping , a poor advertisement for customer service and using fast food as the reason.
Using a Maori or polynesion female is stereotyping and unreasonable

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

The Chair noted the Complainant’s concerns the advertisement portrays a Polynesian woman putting a customer on hold so she can eat KFC.

The Chair said the advertisement uses humour to convey the message that KFC is so tempting an employee would go to the extreme of putting a caller on hold so they can get on with eating it.

The Chair said the issue of race is not relevant here as this scenario would work equally well if the actor was of a different ethnicity and the focus of the advertisement was on the extreme scenario.

The Chair ruled there was no apparent breach of Principle 1 or Rule 1(c) of the Advertising Standards Code. The advertisement did not reach the threshold to cause serious or widespread offence and had been prepared with a due sense of social responsibility.

Therefore, 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 days of receipt of this decision.