

COMPLAINT NUMBER	20/073
ADVERTISER	Restaurant Brands NZ Ltd
ADVERTISEMENT	KFC, Television
DATE OF MEETING	9 March 2020
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for KFC shows a daughter telling her parents that her relationship has ended and the parents appearing happy with the news. The father suggests buying KFC and they purchase a celebration bucket at the drive-through and eat it at a picnic table.

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

Complaint: KFC are promoting emotional eating, a dangerous habit which is linked to eating disorders. Their advertisements are promoting an unhealthy relationship with food basically saying to eat their food if you are upset. This could affect emotionally distressed and/or young and impressionable people to believe they should eat KFC if they are feeling upset and it will fix their problems. This is very dangerous advertising as it promotes a very dangerous type of eating.

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 noted the Complainant's concern the advertisement was promoting an unhealthy relationship with food by encouraging emotional eating.

The Chair carefully reviewed the advertisement and said the story arc centred around the 'celebration' product offer and how the parents in the advertisement appeared pleased that the daughter's relationship had ended. The Chair said the Advertiser makes a point of showing the whole family eating the chicken and it was unlikely the general consumer takeout of the advertisement would be to focus on the daughter's consumption alone.

The Chair ruled the advertisement did not meet the threshold to be seen to be encouraging emotional eating and did not undermine people's health or wellbeing.

The Chair said while she appreciated the genuine concern of the Complainant, the advertisement had not breached 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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.