

COMPLAINT NUMBER	20/344
ADVERTISER	Restaurant Brands NZ Ltd
ADVERTISEMENT	KFC, Television
DATE OF MEETING	17 August 2020
OUTCOME	No Grounds to Proceed

Advertisement: The KFC television advertisement promotes the return of the Double Down burger. The advertisement uses a working from home scenario which shows a manager and an employee engaging in a video call. During the call the manager notices a dart board with his face on it in the employee's home and questions it. The employee slowly closes his laptop and another resident of the home suggests KFC to ease the uncomfortable situation.

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

Complaint: This advert shows an image of a colleague with darts in his face. This advert normalizes threatening behavior and is unacceptable. It makes light fun of workplace bullying. Workplace bullying can have serious consequences a person's mental health.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(f);

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(f) Violence and anti-social behaviour: Advertisements must not, unless justifiable on educational or social grounds, contain anything that condones, or is likely to show, violent or anti-social behaviour or damage to property.

The Chair noted the Complainant's concern the advertisement normalised threatening, bullying behaviour in the workplace which can impact on mental health.

The Chair said the advertisement is a parody of a video call between a manager wanting work done and an employee working from home. It also highlighted one of the consequences of remote working with colleagues being able to see into your home environment. The Chair noted this was topical given the changes that COVID-19 had on usual work practices. The Chair said the concept of throwing darts at a picture of someone in order to vent frustration is not a new one. The Chair said the reaction of the employee when called out about the situation, clearly indicates they never intended for the manager to see the dart board in their home.

The Chair acknowledged the Complainant's genuine concerns and agreed bullying in the workplace should never be condoned. In the scenario in the advertisement, the employee had been caught out by their manager and the KFC tagline "Now's good" was used to show they needed a distraction from the mistake they had made. In this context, the Chair said the advertisement had not met the threshold to breach Principle 1 or Rule 1(f) of the Advertising Standards Code.

The Chair ruled there were no ground 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.