

COMPLAINT NUMBER	20/475
ADVERTISER	Restaurant Brands NZ Ltd
ADVERTISEMENT	KFC, Television
DATE OF MEETING	2 October 2020
OUTCOME	No Grounds to Proceed

Advertisement: The KFC television advertisement promotes the return of the KFC Hot & Spicy meal deal. The advertisement shows a father urgently directing his family to the car in a hurry and shows them arriving at KFC for the Hot & Spicy deal.

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

Complaint: The ad shows a panic stricken man , shouts at his family to get up and evacuate the house. They all rush out of the house in a state of agitated panic.

I feel that the ad is insensitive. and .could possibly trigger traumatic flashbacks for families..people who may have had to make emergency evacuation of their homes due todisaster..quake, fire, flood, etc, and... trivializes actual real panic and terror..in the face of real threat to their lives.

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

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

Rule 1(g) Fear and distress: Advertisements must not cause fear or distress without justification.

The Chair noted the Complainant's concern that the advertisement could disturb viewers who had experienced an emergency evacuation from their homes.

While the Chair acknowledged the genuine concerns of the Complainant about possible viewer reaction to the advertisement, she said the most likely consumer takeout of the scenario presented would be one of urgency rather than panic. The Chair said no one in the advertisement appeared fearful or distressed. She said the advertisement was attempting to use humour to portray the need to hurry to get the limited time meal offer.

The Chair said the advertisement did not meet the threshold to cause fear or distress and had been prepared and placed with a due sense of social responsibility.

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.