

<b>COMPLAINT NUMBER</b>	20/498
<b>ADVERTISER</b>	Restaurant Brands NZ Ltd
<b>ADVERTISEMENT</b>	KFC, Television
<b>DATE OF MEETING</b>	17 December 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Restaurant Brands television advertisement promotes the KFC picnic bucket. The advertisement shows a man waking up and seeing his friends eating KFC at an outside picnic table. When he tries to join them, the man realises the floor is covered in cups. The voiceover says "Get four free cups with any picnic bucket - Now's good!".

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

**Complaint:** The ad for a KFC shows a man lying on a couch having a nap while his friends sit nearby eating KFC. The man having the nap wakes up excited to eat but discovers his friends have created an obstacle course of cups around him that he would have to negotiate to get to the food. The ad finishes with an offer of four free cups when a person buys KFC. The cups appear to be plastic.

I believe this is unreasonable in an age when people are trying to limit plastic use and breaches Rule 1 (i) by its environmental effect.

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

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

**Rule 1(i) Protecting the environment:** Advertisements must not depict or encourage environmental damage or degradation.

**The Chair** noted the Complainant's concern the advertisement is not environmentally responsible to show an excess of plastic cups.

The Chair carefully reviewed the advertisement and understands it is promoting the free cup with purchase offer. The Secretariat confirmed the material used to make the cups with the Advertiser. The Advertiser said the cups were made from polypropylene plastic and are classified with a recycling number 5 which means they can be recycled into a variety of products.

The Chair said that while it was not ideal to show such a large number of plastic cups in one shot, they are reusable and recyclable and tie in with the picnic theme of the advertisement.

Whilst acknowledging the genuine concerns of the Complainant, the Chair said the advertisement did not reach the threshold to breach Principle 1 or Rule 1(i) 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.