

COMPLAINT NUMBER	18/050
COMPLAINANT	S Wood
ADVERTISER	Yum Brands (KFC)
ADVERTISEMENT	Yum Brands (KFC), Television
DATE OF MEETING	19 February 2018
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for KFC shows a man walking along the street eating chicken. He arrives at a pool party and jumps into the pool with an inflatable toy. The tagline reads “Summer’s better when it’s KFC finger lickin’ good.”

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

Complainant, S Wood, said: This advertisement shows a sloppy man wandering down a street in a sloppy bath robe eating from a carton, he wipes his grubby hands on his sleeve and proceeds to his destination where he disrobes and plunges into a pool fat and ugly. Our standards of dress and manners have dropped considerably and I think this advertisement is disgusting no place for television.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 5.

The Chair noted the Complainant’s concern the image of a man dressed in a bathrobe eating chicken was distasteful and perpetuated a drop in dress standards and manners.

The Chair took into account that the Advertiser sought to use light-hearted humour to connect its product with the sense of summer. While this was offensive to the Complainant, the Chair confirmed that humour and satire were permissible under the Advertising Codes. Taking into account generally prevailing community standards, the Chair said the portrayal of the man was unlikely to cause serious or widespread offence.

The Chair said the advertisement did not reach the threshold to be considered a breach of Basic Principle 4 or Rules 4 and 5 of the Code of Ethics.

Accordingly, 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.