

COMPLAINT NUMBER	18/177
COMPLAINANT	David Hill
ADVERTISER	Restaurant Brands NZ Ltd
ADVERTISEMENT	KFC, Television
DATE OF MEETING	6 June 2018
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for the KFC Double Down showed a man eating a Double Down burger in various situations where he shouldn't such as next to a "Keep off the grass" sign and in a library. The advertisement said in part "The original rebel is back, KFC's Double Down is back."

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

Complainant, D. Hill, said: "The ad showed a youth eating a KFC Burger standing on grass next to a 'Keep off the Grass' sign. He is then seen eating a burger entering a 'Do not enter' door. Finally he is seen in a library using a book to conceal the fact that he is eating a KFC Burger.

In my opinion this sends out the wrong message about obeying rules. And would certainly not encourage me to go out and buy a KFC Burger."

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

The Chair noted the Complainant's concern the advertisement showed a man disobeying rules which was irresponsible.

The Chair noted the advertisement was a light-hearted play on the idea that eating a "Double Down" was rebellious due to its extravagance in that it is a burger where the traditional burger buns are chicken. The Chair noted the Double Down appealed to adults and the activities shown, such as eating in the library, were intended to be humorous. The rule breaking did not give rise to any safety concerns.

The Chair said when taking into account prevailing community standards, most people were unlikely to be offended by the advertisement due to the mitigating humour and it had been prepared with a due standard of social responsibility to consumers and society required by Basic Principle 4 of the Code of Ethics.

Accordingly, the Chair ruled the complaint had not grounds 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.