

COMPLAINT NUMBER	18/427
COMPLAINANTS	M Roberts & 7 Others
ADVERTISER	Restaurant Brands NZ Ltd
ADVERTISEMENT	KFC, Television
DATE OF MEETING	15 January 2019
OUTCOME	Settled – advertisement removed

Advertisement: The television advertisement for KFC shows a man changing clothes on the side of the road. The woman holding the towel up for his privacy deliberately drops the towel as a passing car approaches.

The Chair ruled the complaints were settled.

Complainant, M Roberts, said: The KFC zinger advert features a scene of sexual harassment and humiliation. A person is changing clothes by the side of the road while a someone of the opposite sex is holding a towel as a screen. As a car drives past the towel is intentionally dropped in order to reveal the naked person to the road users and therefore sexually harass them. It is seemingly portrayed as funny and socially acceptable.

The Advertiser, Restaurant Brands NZ Ltd, said: “The KFC Zinger Gold ad was intended to be a light-hearted situation between a group of friends. We apologise if the ad unintentionally breached rule 1 (c) of the advertising standards code. There was absolutely no intention to portray anyone being exploited or degraded. We have removed the ad from all channels and it will not be played again.”

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

The Chair noted the Complainants’ concerns the advertisement shows a person being sexually harassed and humiliated which is offensive.

The Chair acknowledged the Advertiser’s response confirming that any potential breach of the Advertising Standards Code had been unintentional, and the advertisement had been removed from circulation.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in removing the advertisement and agreeing not to use it again in its current form, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

Chair’s Ruling: Complaints **Settled – advertisement removed**

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.