

COMPLAINT NUMBER	19/271
COMPLAINANT	E Ivana
ADVERTISER	Restaurant Brands NZ Ltd
ADVERTISEMENT	KFC Television
DATE OF MEETING	30 July 2019
OUTCOME	No Grounds to Proceed

Advertisements: The first television advertisement for KFC opens with a woman sitting at an office desk wearing a telephone headset. She answers a call and says “Your call is important to us,” then she says “Please hold the line for...(she breaks into a smile) 15 minutes”. The camera then pans backwards to reveal a pack of KFC Popcorn Chicken on the desk in front of her. The voiceover then says “Put everything on hold with a KFC snack box.”

The second television advertisement for KFC features a “cook-off” where the two competing cooks are flouring raw chicken with their bare hands, before it is deep-fried.

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

Complainant, E Ivana, said: There are two specific ads created by KFC that have horrible work ethic/practices. Firstly, there’s an advertisement for the value meal where the woman says; “you call is important to us, please hold the line for [pause] fifteen minutes.” This is a horrible ethic that they’re showing/emphasizing as a) she’s slacking off at her payed job to eat lunch, even when working a paying job, no matter how much you make, you have time to eat lunch. b) there is a customer that called for help and she is making them wait fifteen minutes to get that help. If it was almost lunch, you don’t pick up the phone, if it’s an important call as she says, then she can wait to eat for a few minutes to answer the call. It’s ridiculous the kind of attitude they are portraying, which isn’t made to look bad, but relatable.

Secondly, there’s a new ad that invites customers to ‘look into how they make their chicken, and there’s a close-up on the womans hands mixing the chicken in a flour mix. besides being totally unrealistic to how KFC make their chicken, she’s not wearing gloves, which is a health hazard. KFC is just skimming the health and safety guidelines

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

The Chair noted the Complainant’s concerns about two television advertisements for KFC; firstly the issue of appropriate customer service and secondly a concern about appropriate food hygiene practices.

In considering the first advertisement the Chair referred to a precedent decision, 19/008, which was ruled No Grounds to Proceed. In that decision the Chair said “the advertisement used humour to convey the message that KFC is so tempting an employee would go to the extreme of putting a caller on hold so they can get on with eating it. The Chair said the advertisement did not reach the threshold to cause serious or widespread offence and had been prepared with a due sense of social responsibility.”

Turning to the second advertisement, the Chair said wearing gloves is not compulsory for food handling. She referred to a Ministry for Primary Industries fact sheet headed “Gloves don’t always mean clean”. The fact sheet says:

“Hand washing is the best way for food handlers to get rid of illness causing bacteria and viruses, so they are not transferred from hands to food. Even if food handlers choose to wear gloves, they need to thoroughly wash their hands.”

The Chair said the advertisement was not likely to encourage or condone an unsafe practice or a disregard for safety.

In summary, the Chair said both advertisements had been prepared with a due sense of social responsibility and were not in breach of Principle 1, Rule 1(c) or Rule 1(e) 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.