

COMPLAINT NUMBER	19/256
COMPLAINANT	D Barker
ADVERTISER	Restaurant Brands NZ Ltd
ADVERTISEMENT	KFC, Television
DATE OF MEETING	22 July 2019
OUTCOME	No Grounds to Proceed

Advertisement: The KFC television advertisement shows a father cooking dinner for his two teenage children. The teenagers turn the power off at the mains, convincing the father there has been a power cut in order to get KFC instead.

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

Complainant, D Barker, said: The advertisement shows two male youths turning off the power in a property to prevent their, presumably, father from preparing a meal for them.

1. This encourages young people to disrespect their parents or older people who are trying their best to provide them with support and nurture.
2. Young people should not be encouraged to operate the electrical distribution of a property. This, in fact, could result in accidental injury of others in the property and possibly fatalities.

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

The Chair noted the Complainant's concerns the advertisement showed children disrespecting their parents and encouraged an unsafe practice by interfering with the electricity supply.

The Chair said the likely consumer takeout of the advertisement would be that teenagers go to extreme and ridiculous lengths to avoid their father's cooking and get KFC instead.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of the use of the images in this context was likely to cause serious or widespread offence in light of generally prevailing community standards. The Chair said that despite the teenagers deceiving their father, the light-hearted message did not reach the threshold to cause serious or widespread offence.

In reviewing the advertisement with regard to the requirement not to depict unsafe practices, the Chair said while turning the power off at the mains as a joke was not ideal, the teenager was old enough to be familiar with a mains switchboard and their action did not meet the threshold to breach 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.