

COMPLAINT NUMBER	20/482
ADVERTISER	Restaurant Brands NZ Ltd
ADVERTISEMENT	KFC Television
DATE OF MEETING	28 October 2020
OUTCOME	Settled

Advertisement: The KFC television advertisement shows the legs of a cartoon person who is sitting wearing a home detention bracelet around their ankle. The advertisement states that "being stuck at home doesn't mean that you have to miss out on the action. Thanks to KFC the action can now be delivered to your door".

The Chair ruled the complaint was Settled.

There were two complaints about this advertisement:

Complaint 1: The ad shows in cartoon form, someone sitting at home with a home detention ankle bracelet on. It said something along the lines of dont worry if you're stuck at home, we deliver.

My problem with this advertisement is that it normalises home detention/crime, the brand is a cool brand and appealing to youth. Im disgusted that KFC would want to normalise crime. Not happy about this ad at all,

Complaint 2: The KFC promo showed a person on a bracelet and said something along the lines of if you can't make it out we can come to you. I am disgusted that you would promote this! Not only does it promote criminal activity but the community that consume a large amount of KFC (Māori & Pasifika) are already negatively influenced, targeted and represented by this type of advertising. I think this promo needs to be revised and/or removed.

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

ADVERTISING STANDARDS CODE

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(f) Violence and anti-social behaviour: Advertisements must not, unless justifiable on educational or social grounds, contain anything that condones, or is likely to show, violent or anti-social behaviour or damage to property.

The Chair noted the Complainants' concerns the advertisement normalises home detention and promotes criminal activity.

The Chair acknowledged the Advertiser had removed the advertisement after receiving complaints about it.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, 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: Complaint **Settled**

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 calendar days of receipt of this decision.