

COMPLAINT NUMBER	21/175
ADVERTISER	Antares Restaurant Group Ltd
ADVERTISEMENT	Burger King, Television
DATE OF MEETING	22 April 2021
OUTCOME	Settled – advertisement removed

Advertisement: The Burger King television advertisement for its uncut BK Chicken promotion says “We’re back to cutting our world famous BK Chicken burger in half. So if you spot an uncut one in a restaurant or in our ads, we’ll give you a free one. This might even be one of those ads!”

The Chair ruled the complaint was Settled

Complaint: Burger King advertisement stating bring in a picture of an uncut Burger from their adds and you get a free one. No where in the advertisement does it say you must download the bk app and redeem the photo for a code and then bring the code into store to redeem your free burger. Only when I went to redeem the photo it was denied and also states one per person for the whole promotion.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b);

The Chair noted the Complainant was concerned the advertisement was misleading by not making it clear there were additional steps to the offer.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint the Advertiser said the advertisement had been removed and would not be used again.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action of confirming the advertisement would not be used again, 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- 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 calendar days of receipt of this decision.