

COMPLAINT NUMBER	21/370
ADVERTISER	Restaurant Brands NZ Ltd
ADVERTISEMENT	KFC, Television
DATE OF MEETING	19 July 2021
OUTCOME	No Grounds to Proceed

Advertisement: The Restaurant Brands television advertisement promotes the KFC Chicken Little sandwich. A male office worker is shown taking a bite of the Chicken Little sandwich then walks in slow motion down the office corridor with his sunglasses on. He interrupts a meeting and backs out of the room motioning with a finger gun gesture at his colleagues as he goes. The advertisement ends with the voice-over saying “Save like a boss”.

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

Complaint 1: KFC advert, person buying and eating the product, portraying to be some type of hero, walks into his managers office during a meeting and pretends to shoot them with his hands as a symbol.

Furthermore, This action of the hand shaped as a pistol, then clicking with the thumb as to loading and shooting towards where pointed, is a method used by for example gangs with intimidation towards a person , (in short I will take you out) and a multiple of other past circumstances , real events, gangster movies etc.

Particularly now we in are in 2021, with the history of tragic events around the world, and very much the US where a person goes into work with a gun and some serious past grievance or mental issue, and does just that.

I find it unbelievable that the marketing company would promote this as method of getting attention within that KFC advert.

This advert promotes gun violence and or that type of threat with this method.

And also just that you know, I am not an anti-gun type person in any way, have held my Licence for over 40 years for target shooting and hunting.

Complaint 2: With the current firearms legislation and gun laws, we are absolutely horrified that the Kentucky Fried Chicken advertisement is allowed to be screened on a regular basis, if at all. Times and dates specifically noted so far are : 3rd July at 7.53pm and 6th July 7.15pm The advertisement ends with a male entering a meeting environment and producing 2 make believe pistols with his hands and pointing them directly at the participants and then imitating firing shots, It is disgraceful. We would appreciate acknowledgement of this complaint.

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

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

Rule 1(g) Fear and distress: Advertisements must not cause fear or distress without justification.

The Chair noted the Complainants were concerned the advertisement promotes gun violence.

The Chair carefully reviewed the advertisement and said in her view the likely consumer takeout of the advertisement would be influenced by the voice-over at the end of the advertisement which says: "save like a boss". The Chair said the advertisement uses the slang term "like a boss" which can mean acting confident - he puts his sunglasses on and struts through the office eating the KFC product. When he bursts into a meeting of people actually working, he deflects his behaviour and "saves" himself from the embarrassing situation by continuing with his over-confident persona by using finger guns as a move to signal "catch you later", as he backs out of the awkward situation.

Rule 1(f) of the Advertising Standards Code required the Chair to consider whether the use of a finger gun hand signal in this context was likely condone violent or antisocial behaviour. The Chair said most consumers would be unlikely to link the hand signal to any violent intentions and the context of the storyline in the advertisement was important in how the gesture was likely to be interpreted.

While acknowledging the genuine concerns of the Complainants, the Chair said the advertisement did not reach the threshold to Breach Principle 1 or Rule 1(f) of the Advertising Standards Code.

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

Chair's Ruling: Complaints **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 calendar days of receipt of this decision.