

COMPLAINT NUMBER	21/417
ADVERTISER	Restaurant Brands NZ Ltd
ADVERTISEMENT	KFC, Television
DATE OF MEETING	9 August 2021
OUTCOME	No Grounds to Proceed

Advertisement: The KFC television advertisement shows two men sitting a couch with KFC in front of them. One is talking on the phone to a friend and says he is "on the way". He jingles his car keys and closes a cupboard door, saying he is "just getting into the car now". The two men laugh as he hangs up. They look outside at the rain and both start eating the KFC. The advertisement's tagline says "stay cosy with hot and spicy."

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

Complaint 1: Very poor role modelling by KFC. The ad depicts a man lying by phone to his friend. Sound effects of keys rattled and door slamming deliberately made to pretend a man is on his way to pick up his friend during pouring rain. He promises he is on his way. Instead he smiles and lies back on couch to eat KFC with a mate. Disgusting example of hurting and lying. Shocking message displayed.

Complaint 2: I am writing to complain about the KFC advertisement. KFC promotes dishonesty. The young man pretends to be on his way to his friend mean while he has no intention to go. It is raining his friend might think he was in an accident because time has passed he does not show. So he is also playing with the friend's emotions. Not good KFC.

Complaint 3: I would like to complaint about the following.
The KFC advertisements that is aired regularly on multiple channels at different dates and times. The advertisement shows two young men sitting on a couch with a bucket of KFC snacks. One of the young men is on the phone, telling that they are on their way just getting in their car. Meanwhile he is jingling with some keys and slamming a cabinet door. Then he grabs a snack from the bucket and leans back, clearly not intending to leave.

This advertisement is targeted to young people and teaches them to lie without considering the consequences. As such, the advertisement breaches the principle of generally prevailing community standard and causes moral harm by idolising anti-social behaviour.

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(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 were concerned the advertisement was not socially responsible to portray friends lying to others and not honouring plans they have made.

The Chair carefully reviewed the advertisement and said the likely consumer takeout was that KFC was so good it took precedence over catching up with friends.

The Chair acknowledged the genuine concerns of the Complainants, however she said showing the men pretending to leave but instead staying in to eat KFC was a light-hearted way of promoting how good their hot and spicy chicken is. The Chair noted the advertisement slogan is “stay cosy with hot and spicy” and this was reflected in the way the men avoided going outside in the rain and stayed “cosy” at home with KFC.

The Chair said the advertisement was an attempt at humour to promote a fast food option and consumers were unlikely to interpret the message as condoning an antisocial behaviour of lying.

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.