



CASE REPORT

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| 1. Complaint reference number | 107/04 |
| 2. Advertiser | Tricon Restaurants International (KFC Twister Wrap) |
| 3. Product | Restaurants |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 11 May 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts three different women breaking up with three different men on the basis that they get what they need from eating a KFC Twister.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

“I find this ad offensive as it portrays men worthless compared to a food product. Advertisements should be used to make people feel better about a product, not to dump a whole heap of sexism which inevitably makes some one feel worse and it seems that a lot of male bashing happens in adverts today.”

“... this is an insult to men as it says that a food product is better than a man ...”

THE ADVERTISER’S RESPONSE

As at the date of this determination, the advertiser had not provided a response.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (sex)/vilification.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.