



CASE REPORT

1. Complaint reference number	93/04
2. Advertiser	Tricon Restaurants International (KFC Meteors)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 May 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a male driving a motorbike with a female holding onto him and sitting on the back. She stands up on the back of the bike and covers his eyes. The advertisement makes use of lighting and visual effects and at the end of the advertisement it is made apparent that the male and female were on a simulated motor cycle riding video game in a video games arcade. The tagline for the advertisement is “For a flavour hit on the go, try KFC’s new Meteors.”

THE COMPLAINT

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

“She stands up on the bike whilst he is driving, they laugh, she covers his eyes with her hands, they laugh again, he accelerates the bike so that the front wheel is off the road and all this without either wearing helmets!”

“The advertisement clearly shows a TOTAL disregard for road safety rules and regulations and the potential consequences of actions taken. It shows a level of irresponsibility on the part of the advertising company that children could be watching this advertisement and think that it would be fun to go riding at fast speeds with no protection and have a whale of a time.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“As discussed it is obvious from the commercial that they are playing a video game as such we do not believe there is any case to answer.”

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 the driving practices depicted were revealed to be occurring only within a simulated arcade game.

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

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