



Case Report

1	Case Number	0031/16
2	Advertiser	Yum Restaurants International
3	Product	Food / Beverages
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	24/02/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.6 - Health and Safety Unsafe behaviour
- 2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

The Advertisement portrays a mother and her children (two daughters and three sons) enjoying KFC's Original Tenders Dipping Bucket meal in their home. The mother and teenage daughter lay the bucket of chips, Original Tenders and box of Popcorn Chicken on an outdoor dining table. The other children finish playing their game of backyard cricket to eat the meal at the table. One of the sons, while swinging on a tyre suspended from a tree in the backyard, is handed an Original Tender by his sister and dips it into the tub of aioli sauce held by his brother. After taking a bite of the Original Tender, the boy swings back and dips his Original Tender into the tub of aioli sauce again. This shot is accompanied by the onscreen text "Double-Dipping Allowed". No other family members are subsequently shown dipping food items into the tub of aioli sauce. The end frame of the Advertisement features KFC's "Finger Lickin' Good" trade mark.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

The current advertising for the family dipping box states in large letters on the screen 'double dipping allowed' as well as verbally. Double dipping has been the cause of a number of food poisoning incidents in the past and contradicts the other current advertising I am viewing at present from the Food Safety Association which encourages washing of hands prior to

handling food and testing temperature of cooked BBQ meat prior to serving. The viewer is getting mixed messages about food safety.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

We refer to your letter in relation to the above complaint made by a complainant ("Complainant"). As the Marketing Manager responsible for the relevant advertisement in this instance, I respond to the complaint as follows:

Description of Advertisement

The advertisement to which the Complainant refers is KFC's television commercial for its Original Tenders Dipping Bucket ("Advertisement"). The Advertisement is targeted at parents and was advertised until 26 January 2016.

The Advertisement portrays a mother and her children (two daughters and three sons) enjoying KFC's Original Tenders Dipping Bucket meal in their home. The mother and teenage daughter lay the bucket of chips, Original Tenders and box of Popcorn Chicken on an outdoor dining table. The other children finish playing their game of backyard cricket to eat the meal at the table. One of the sons, while swinging on a tyre suspended from a tree in the backyard, is handed an Original Tender by his sister and dips it into the tub of aioli sauce held by his brother. After taking a bite of the Original Tender, the boy swings back and dips his Original Tender into the tub of aioli sauce again. This shot is accompanied by the onscreen text "Double-Dipping Allowed". No other family members are subsequently shown dipping food items into the tub of aioli sauce. The end frame of the Advertisement features KFC's "Finger Lickin' Good" trade mark.

The Complaint

The Complainant has expressed concern about food safety in relation to the double-dipping featured in the Advertisement.

Relevant Codes & Initiatives

Australian Association of National Advertisers Code of Ethics ("Code")

There is a suggestion that the Advertisement breaches section 2.6 of the Code.

Australian Association of National Advertisers Food and Beverages Marketing and Communications Code ("F&B Code")

There is no suggestion that the Advertisement breaches the F&B Code.

Australian Association of National Advertisers Code for Advertising and Marketing Communications to Children ("Children's Code")

There is no suggestion that the Advertisement breaches the Children's Code.

Quick Service Restaurant Initiative for Responsible Advertising and Marketing to Children (“QSRI”)

There is no suggestion that the Advertisement breaches the QSRI.

Has the Code been breached?

KFC considers that the Advertisement does not in any way promote unsafe food practices or depict material contrary to prevailing community standards on health and safety. As such, the Advertisement does not breach the Code.

The Advertisement’s primary purpose is to appeal to parents who wish to feed their families. The Advertisement portrays a typical alfresco home setting with the children having fun playing cricket in the backyard before the mother interrupts their playtime to share a family meal around the outdoor dining table. One of the sons remains on the tyre swing while the family are seated at the table and expresses his delight at being fed an Original Tender while on the swing. This shot is intentionally designed to resonate with parents who may relate to this type of playful behaviour shown by their children during mealtime.

The term “double-dipping” refers to the scene in the Advertisement where the son is depicted dipping the Original Tender into the tub of aioli sauce, taking a bite from the Original Tender and then dipping the same Original Tender back into the tub of aioli sauce again. The text “Double-Dipping Allowed” is displayed onscreen during this scene as a tongue-in-cheek way of connecting the audience to the visuals of the son’s actions.

The Advertisement deliberately uses the concept of double-dipping to highlight the fun and joy families will have when they share KFC’s Original Tenders Dipping Bucket meal, as it allows family members to participate in the novelty of dipping finger food items (e.g. chips, Original Tenders and Popcorn Chicken) into various sauces. We consider that viewers, especially parents, relate to the permissibility of sharing dipping sauces with their loved ones.

In our view, the concept of double-dipping is a common social behaviour that occurs when finger food accompanied with dips is shared by a group of people. This is particularly the case in a household setting amongst family members during mealtime. Double-dipping is not dissimilar to other common socially acceptable behaviours and customs, such as kissing, shaking hands or sharing drinks or utensils.

Contrary to the Complainant’s view, we do not believe that the inclusion of the double-dipping concept in the Advertisement promotes unsafe food practices. The Advertisement shows only one boy in the family double-dipping his own Original Tender in the same tub of aioli sauce. No other family members are subsequently shown dipping their food into the tub of aioli sauce the son has used to double-dip his Original Tender.

KFC in no way condones the promotion of unsafe food practices or standards. KFC prides itself on maintaining a high standard of food safety procedures at its restaurants to ensure customers are provided with quality products. This philosophy is reflected in the approach KFC takes with its advertising campaigns.

We trust this addresses the Complainant's concerns.

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 the complainant’s concern that the advertisement depicts and encourages double dipping which can cause food poisoning and is therefore contrary to Prevailing Community Standards on health and safety.

The Board viewed the advertisement and noted the advertiser’s response.

The Board considered Section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted that this television advertisement depicts a mum and her two children sharing a KFC Original Tenders Dipping Bucket meal and that the boy is shown dipping an Original Tender in to a tub of aioli sauce, taking a bite of the Tender then dipping in to the sauce again.

The Board noted that it had previously dismissed a similar complaint in case 0263/10 where:

“The Board considered that the depiction of the young girl dipping her finger into the sauce is something most members of the community would relate to and clearly understand this is a depiction of a normal family environment at mealtime. The Board recognised that while food safety standards may regulate food preparation in commercial areas, there is no similar law or standard for home consumption. The Board considered that the girl's behaviour may or may not be unhygienic but is not a depiction of material contrary to prevailing community standards on consumption of food at home and is not likely to create a health risk or encourage unsafe behaviour.”

In the current advertisement the Board noted that the food is being shared by a family and considered that whilst the boy’s behaviour may or may not be unhygienic his actions are something which most members of the community would relate to in terms of sharing food with family members. The Board acknowledged that food safety standards for commercial purposes are regulated but considered that in the context of a normal family scene the depiction of a young boy double dipping is not a breach of Prevailing Community Standards on health and safety for food.

The Board determined that the advertisement did not breach Section 2.6 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.

