



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0115/18
2	Advertiser	Yum Restaurants International
3	Product	Food / Beverages
4	Type of Advertisement / media	Internet
5	Date of Determination	21/03/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - sexualisation of children

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a girl pushing her handbag into the arms of her boyfriend as she dashes into a shop. The boyfriend sheepishly looks around and finds other guys looking back at him. The boyfriend notices a billboard van drive past with a KFC offer for 24 nuggets for \$10 and says – “Shut up and take my money”. The boyfriend and other males are then shown eating nuggets.

THE COMPLAINT

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

The ad uses sexual appeal both visually and through the choice of music where images of minors are used. Section 2.2 of AANA code of ethics. To me, they seem to be promoting paedophilia rather than food.

THE ADVERTISER’S RESPONSE

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





The advertisement that is the subject of the Complaints is Kentucky Fried Chicken's (KFC) television commercial for KFC Chicken (Advertisement). The Advertisement is targeted at 16 – 34 year olds.

The Advertisement depicts a girlfriend who pushes her handbag into the arms of her boyfriend as she dashes into a shop. The boyfriend sheepishly looks around and finds other guys looking back at him. The boyfriend smiles weakly, resigned to join them when, suddenly, he notices a billboard van drive past with a KFC offer for 24 nuggets for \$10 and says – "Shut up and take my money".

We cut to the men eating nuggets in glorious slow motion! All the action is outside on the footpath, and nothing left in the shop but envy and crave.

The Advertisement is part of a series of advertisements created for KFC's marketing campaign to celebrate KFC's personality which is cheeky, charming and genuine. The quick service restaurant advertising space is littered with marketing campaigns. KFC has strived to create a unique campaign that resonates with an adult audience that is young-at-heart and open to seeing the lighter side of life.

The Advertisement is purposely designed to fit within the campaign's objectives.

The Complaints

The Complainants stated concerns around nudity and sexual content in respect of the Advertisement.

Relevant Code: Australian Association of National Advertisers Code of Ethics (Code)

The following sections of the Code are cited as being relevant issues raised to date in the Letter:

2.4 – Sex/sexuality/nudity S/S/N – Sexualisation of Children

Our response below addresses all parts of Section 2 of the Code including the relevant issues concerning section 2.4 of the Code.

Has the Code been breached?

KFC considers that the Advertisement does not breach any part of the Code, including section 2.4 of the Code.

Section 2.4 of the Code provides:

Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience.



KFC does not consider that the visual of the young child eating the KFC product nor the use of Salt n Pepa's 'Whatta Man' which has been described as 'a celebration of strong men who stay home and care for kids' promotes sexuality or paedophilia in any way.

The Advertisement does not contain any sexually explicit or highly suggestive images or content. Further, KFC considers that nothing in the Advertisement can reasonably be considered to be generally objectionable to the community or to offend Prevailing Community Standards.

Further, KFC notes that the Advertisement is directed at 16 - 34 year olds, and not children (i.e. 14 years and younger).

Further, KFC notes that the Advertisement:

- does not discriminate or vilify any person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, disability, mental illness or political belief (section 2.1);*
- does not employ sexual appeal in a way that is exploitative or degrading of any individual or group of people (section 2.2);*
- does not present or portray violence in any way (section 2.3);*
- does not depict any material contrary to Prevailing Community Standards on health and safety (section 2.6).*

Therefore, for the reasons outlined above, KFC believes that the Advertisement complies with section 2 of the Code in its entirety.

KFC trusts the response outlined in this letter addresses the complainant's concerns.

THE DETERMINATION

The Ad Standards Community Panel (the "Panel") considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the "Code").

The Panel noted the complainant's concern that the uses sexual appeal both visually and through the choice of music where images of minors are used.

The Panel viewed the advertisement and noted the advertiser's response.

The Panel considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: "Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience".

The Panel noted this television advertisement depicts a girl pushing her handbag into the arms of her boyfriend as she dashes into a shop. The boyfriend sheepishly looks



around and finds other guys looking back at him. The boyfriend notices a billboard van drive past with a KFC offer for 24 nuggets for \$10 and says – “Shut up and take my money”. The boyfriend and other males are then shown eating nuggets.

The Panel noted the complainants’ concern that the advertisement sexualised the young boy by playing sexually suggestive music while his image was on screen. The Panel noted that the song was Salt n Pepa’s ‘Whatta Man’.

The Panel noted the advertisement was given a ‘W’ rating (able to be played any time except during and adjacent to children’s programs) by CAD and would therefore be likely to be seen by a broad audience which would include children (http://www.freetv.com.au/media/CAD/Placement_Codes.pdf).

The Panel noted that there is clear community concern around the use of sexualised images of children and that such images are inappropriate for use in advertising.

The Panel considered that the advertisement did not contain nudity, sex or sexual references. The Panel considered that the complainant’s interpretation that the advertisement seemed to be promoting paedophilia rather than food was unlikely to be shared by a broader audience.

The Panel considered that the advertisement was not sexualised and that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience and did not breach Section 2.4 of the Code.

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

