



Case Report

1	Case Number	0127/11
2	Advertiser	Yum Restaurants International
3	Product	Food and Beverages
4	Type of Advertisement / media	TV
5	Date of Determination	27/04/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

- Other Social values

DESCRIPTION OF THE ADVERTISEMENT

This advertisement is for the KFC Sweet Potato Family Banquet. The advertisement shows a middle aged man in a KFC store speaking to his wife on the telephone. He is discussing dinner options with her and tells her that he is currently in the supermarket where pasta is unavailable. He then tells her that he will be getting chicken and sweet potato for dinner.

THE COMPLAINT

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

I strongly object to the fact that he was both lying to his wife about where he was the supermarket and lying about the availability of the food for which he was sent to buy. The implication in this add is that it's fine to be untruthful when something as 'good' as Kentucky Fried Chicken is concerned..... this is a consistent thread through all their recent advertisements and continually lowers community standards.

I am disappointed at this advertising campaign. It clearly justifies dishonesty.

A man is on the phone lying to his partner about where he is and the availability of alternate products.

I have sent this complaint directly to KFC with all my relevant information.

Lying in front of people and in particular children.

The advertisement shows a father and child at KFC and the father is supposedly on the phone to his wife pretending he has been to the supermarket to buy pasta. He claims they have run out completely and is suggesting what to bring home for dinner. Why I am concerned about

this is that it promotes 'lying' as a bon fide reason to buy KFC and what is even more disturbing is they have the child listening to the father blatantly lying. This sends a message to our young people that it is cool and funny to lie to get your own way. Totally unethical.

THE ADVERTISER'S RESPONSE

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

THE COMPLAINTS

In summary, the complaints in respect of this Advertisement relate to dishonest conduct (the Complaints). The ASB letter of 8 April 2011 states that these complaints will be considered in the context of:

- 1. Section 2 of the AANA Advertiser Code of Ethics (Code of Ethics);*
- 2. Section 2.4 of the AANA Code for Advertising and Marketing Communications to Children (Children's Code); and*
- 3. Section 2.8 of the AANA Food and Beverages Marketing and Communications Code (Food and Beverage Code).*

CODE OF ETHICS

Your correspondence refers to section 2 of the Code of Ethics. The only applicable subsection of this code would be subsection 2.6 however there is no aspect of the Advertisement that offends Prevailing Community Standards on health and safety as there are no dangerous activities being depicted.

We do not believe there has been any breach to the Code of Ethics.

CHILDREN'S CODE

As its name states and its intent suggests, this Code is applicable to advertising and marketing communications directed to children. A child is defined as being 14 years old or younger.

This Advertisement is not directed to children and its audience are those viewers that are aged 16 years old and above and more specifically, middle aged men and women. In consideration of this, the Children's Code does not apply.

FOOD AND BEVERAGE CODE

Your correspondence refers to section 2.8 of the Food and Beverage Code. KFC believes that all of its menu items can be enjoyed as an occasional treat and can fit into a balanced diet that includes regular exercise.

The Advertisement does not communicate the number of people sharing the meal, how often they exercise, or other components of their diet. As such, the Advertisement is not in breach of the Food and Beverage Code.

GENERAL STATEMENT

We point out that the Advertisement is clearly in jest and intended to be humorous and light hearted. The character's casual demeanor and the general tone of the Advertisement communicate the humour, and this would be understood by the target audience of middle aged men and women. The Advertisement is not intended to promote dishonesty.

For the reasons outlined in this response, we do not believe that the Advertisement breaches any of the provisions of the Codes above and nor does it breach Prevailing Community Standards more broadly.

KFC Australia is committed to complying with all codes and applicable laws related to advertising. KFC will continue to ensure that its advertisements do not offend Prevailing Community Standards.

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 concerns that the advertisement justifies lying and inappropriately depicts a child overhearing the lying.

The Board considered that the advertisement was intended to portray in a comical and humorous manner a person telling a lie to justify bringing home a dinner choice other than what was requested. The Board considered that the advertisement was not inappropriate in this depiction as the advertisement is targeted to adults and the lie is one which the family ends up quite happy with.

The Board considered that the depiction of the father behaving inappropriately was not a suggestion that all men tell lies and that the advertisement did not discriminate against or vilify men.

The Board considered that the depiction of the child overhearing the man telling the lie was not inappropriate as the advertisement was directed to adults and unlikely to be attractive to children.

The Board determined the advertisement was not in breach of the Code as most members of the community would be able to discern that the advertisement was a light-hearted attempt at depicting the lengths that a father will go to to get the advertised product for dinner.

The Board noted that lying is not an issue covered by the Code of Ethics and finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.