



Case Report

1	Case Number	0281/10
2	Advertiser	Yum Restaurants International
3	Product	Food and Beverages
4	Type of Advertisement / media	TV
5	Date of Determination	14/07/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

2.5 - Language Use appropriate language

DESCRIPTION OF THE ADVERTISEMENT

Two men and a woman walk up to a counter in a KFC and start to discuss what to buy their friend, Josh. They can't decide between a burger and chicken, so the KFC employee who is serving them suggests they buy an Ultimate Burger Meal.

A male voice over then describes the Ultimate Burger Meal and we see the contents of the meal on the screen.

The female orders four of these meals, even though one of the males tries to amend the order to three.

The final shot is the text KFC. Can't beat that taste.

THE COMPLAINT

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

I have watched this ad many times and am surprised that it has not been addressed as yet. Am I the only person that finds this offensive? I'm sure KFC is a brand that many children know. I object to Australian children being brought up with offensive language on a medium that parents have (realistically) little control over.

THE ADVERTISER'S RESPONSE

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

Section 2.5 of the Code provides that Advertising or Marketing Communications shall only use language appropriate in the circumstances and strong or obscene language shall be avoided.

The female character in the advertisement does not say 'bastard'. She dismisses her male counterpart with the comment 'stop it'.

As such, the language is appropriate and there is no swearing used.

Yum! Restaurants International is committed to complying with all codes and applicable laws related to advertising. Yum! 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 concern that the advertisement depicts a woman using the word ‘bastard’.

The Board viewed the advertisement and noted the advertiser’s response that the word is not used in the advertisement.

The Board considered that there is no scene in the advertisement where it is suggested that the woman says anything along the lines of the word mentioned by the complainant. The Board determined that the advertisement did not use any inappropriate, strong or obscene language and that the advertisement did not breach section 2.5 of the Code.

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