



**Ad Standards** Community Panel  
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Advertising Standards Bureau Limited  
ACN 084 452 666

# Case Report

1	<b>Case Number</b>	<b>0542/18</b>
2	<b>Advertiser</b>	<b>Yum Restaurants International</b>
3	<b>Product</b>	<b>Food / Beverages</b>
4	<b>Type of Advertisement / media</b>	<b>Transport</b>
5	<b>Date of Determination</b>	<b>23/01/2019</b>
6	<b>DETERMINATION</b>	<b>Dismissed</b>

## ISSUES RAISED

2.5 - Language Inappropriate language

## DESCRIPTION OF THE ADVERTISEMENT

This transport advertisement features someone holding a bucket of KFC Chicken. The words "Bucket. Live a little." are written on the bucket.

## THE COMPLAINT

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

*There are two types of catch phrases on buses and advertisements on TV both using the term "bucket ". It is obviously a rhyme of another well known swear catch phrase. It is very hard to explain to young children that is not related . The innuendo is too much.*

## THE ADVERTISER'S RESPONSE

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



*Description of Advertisement* The Advertisement to which the Complainant refers to an Out of Home commercial for the KFC brand and the iconic 'bucket' of chicken food item (Advertisement). The Advertisement is targeted towards adults and will be advertised until 21st January 2019. The Advertisement depicts a man holding a 15pc Bucket of KFC Original Recipe chicken with the headline 'Bucket. Live a Little' printed on the front of the bucket

*The complaints and relevant codes* The Complainant has expressed concern regarding the use of inappropriate language. The following is cited in the complaint: · Section 2.5 of Australian Association of National Advertisers Code of Ethics (Code of Ethics). KFC's Marketing Strategy KFC has strived to create a unique campaign to celebrate our 50th birthday, focusing on the nostalgia of the moment of joy and release that came with eating KFC for the first time. The Advertisement is purposely designed to fit within the campaign's objectives.

*No use of inappropriate language* The Advertisement does not use inappropriate language and complies with section 2.5 of the Code of Ethics. It is quite clear that the headline refers to indulging in a bucket of chicken as a way to get the most out of life. KFC is a brand that has been bringing happiness to tables around Australia for 50 years. We believe that a bucket of KFC chicken creates a moment of joy and release for many people. This OOH ad highlights our iconic bucket as the symbol of this sentiment. With respect to other sections of the Code of Ethics, I note 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 depict or treat sex, sexuality and nudity in any way nor without sensitivity to the relevant audience (section 2.4)

- does not depict any material contrary to Prevailing Community Standards on health and safety (section 2.6); and

- the Advertisement is clearly distinguishable as an advert and uses KFC branding to that effect (section 2.7). Therefore, for the reasons outlined above, KFC believes that the Advertisement complies with section 2 of the Code in its entirety.

## **THE DETERMINATION**

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



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

The Panel noted the complainant's concern that the use of the word 'bucket' is implying 'fuck it', which is inappropriate.

The Panel considered whether the advertisement was in breach of Section 2.5 of the Code. Section 2.5 of the Code states: "Advertising or Marketing Communications shall only use language which is appropriate in the circumstances (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided".

The Panel noted the transport advertisement featured a picture of a person holding a bucket of chicken, which has the text "Bucket. Live a little," written on it.

The Panel note that the advertisement was on a bus and the relevant audience would therefore be broad and would include children.

The Panel noted that it had previously considered the term 'bucket' in an advertisement for the same advertiser, in case 0533/18, in which:

"The Panel considered that 'bucket' is not a word which would be considered inappropriate by most members of the community. The Panel considered there is no indication in the advertisement that the boy is alluding to saying 'fuck it' rather that the word 'bucket' is used in the context of being given a bucket of chicken and this wording is appropriate in the circumstances. The Panel considered that even if there is an allusion to a stronger term, it is clearly overridden by the clear word 'bucket'."

In the current case the Panel considered that while there may be an allusion to the stronger term the word bucket is clear. The Panel considered the term is clearly used in conjunction with the picture of the bucket, that the word 'bucket' itself is not a strong or obscene term and that the language was not inappropriate for the relevant broad audience.

The Panel determined that the advertisement did not use language which was inappropriate in the circumstances and did not breach Section 2.5 of the Code.

Finding that the advertisement did not breach the Code on any other grounds the Panel dismissed the complaints.

