



CASE REPORT

1. Complaint reference number	128/07
2. Advertiser	Yum Restaurants International (KFC Double Bacon Cheeseburger)
3. Product	Restaurants
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Other - Portrayal of people (occupation)
6. Date of determination	Tuesday, 8 May 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts a female KFC employee greeting two young men (Gus and Dave) at the drive through counter. It is obvious that they are regular customers as she assumes their orders will be for BBQ Bacon and Cheeseburgers. The men remind her it's Thursday, so its a "DOUBLE BBQ Bacon and Cheeseburger" and give her a look as though they can't believe she had forgotten.

THE COMPLAINT

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

The body language the men use and their tone of voice is condescending and demeaning a. to the woman serving them and b. to people who work in this type of industry, particularly as her response is to smile and give a "silly me look". Their attitude suggests that the woman is stupid and that it is OK to talk down to people in a service industry

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

The KFC "Double Bacon & Cheese Burger" commercial referred to in the complaint ran with three other commercials as part of the "Gus & Dave" campaign. The "Gus & Dave" characters were seen throughout the campaign going to KFC on various occasions ordering different burgers on different days. The commercials also highlighted the relationship "Gus & Dave" have with the KFC staff as they were "regular customers". In the commercial the staff member actually says "Hi Dave, hi Gus."

The "Double Bacon & Cheese Burger" commercial highlights that the boys know the staff member and that they always get "Double BBQ Bacon & Cheese Burgers" on a Thursday, the three of them have a laugh at the fact. There is no intention to make the staff member look silly in any way and as you can imagine this would not be in the best interest of KFC.

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 staff member was depicted as being unintelligent.

The Board viewed the advertisement and considered that this was not the case. The Board considered that the woman clearly knew the two men and their names and their regular orders. The Board considered that the interaction between the three people was light hearted and comical and did not depict the woman as unintelligent.

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