



CASE REPORT

1. Complaint reference number	16/06
2. Advertiser	Tricon Restaurants International (KFC - lunch break - beach)
3. Product	Restaurants
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 14 February 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement is set on a beach where a mixed group of young people are playing cricket. One male (Tim) signals for the batsman to hit the ball towards two attractive young women sunbathing nearby. The ball overshoots the women, and rolls towards the foot of another person. The only part of this person that is visible is a woman's foot and gold shoe. As Tim looks at the person to retrieve his ball his expression changes to one of surprise, and he runs back to his group without having retrieved the ball. As Tim enjoys the KFC lunch break deal with his friends, he is nudged and laughed at. The owner of the foot approaches, and it is seen to belong to an older woman who is returning the cricket ball.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

...it displays age discrimination. The lady is laughed at...she has done nothing to deserve this humiliation and should be treated with consideration, respect and gratitude.

It encourages young males to think that women over the age of forty should not be in any kind of social contact with the rest of society and that we are cheap if we dress in swimwear. It also implies that women of this age are sexually revolting and not to be in close contact with young males. And that she is a sexual predator...

THE ADVERTISER'S RESPONSE

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

...the commercial in no way demeans women of any age. In fact, our lead woman is in on the joke and exudes confidence when she returns the ball. The complainant seems to be reading in some very extreme implications from what is essentially a humorous storyline.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board considered whether the advertisement depicted material in a way which discriminated against or vilified women particularly older women. The Board considered that the advertisement was a humorous portrayal of young men at the beach trying to meet young women. The advertisement humorously depicted an older woman returning the ball seeming to know that she was not the object of the young man's attention. The Board did not consider that this treatment amounted to vilification of older women.

The Board considered whether the depictions of young men and women in swim wear at the beach was a portrayal of sex, sexuality or nudity in a way that was insensitive to the relevant audience and the relevant programme time zone. The Bord noted that the representations were of young people at the beach in clothing that was generally considered appropriate for the beach.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.