



CASE REPORT

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| 1. Complaint reference number | 16/98 |
| 2. Advertiser | Kentucky Fried Chicken |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 10 March 1998 |
| 7. DETERMINATION | Dismissed |

THE COMPLAINT

Comments which the complainant made regarding the advertisement included the following:

‘This ad began to offend me when I associated the letters on the bucket of chicken as XTC; I associated this with an illegal drug called Ecstasy. When I realised I was associating this ad with a drug I became concerned that, as ‘Mrs Mop’, if I was making a connection so perhaps were others.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics. In particular, the Board considered paragraph 2.6 of the Code.

2.6 Advertisements shall not depict material contrary to prevailing community standards on health and safety;

The Board was of the opinion that this advertisement did not breach Section 2 of the Advertiser Code of Ethics and accordingly dismissed this complaint.

Members of the Board noted in passing that the term, ‘Extra Tasty Chicken’, was mentioned several times in the ad.