



CASE REPORT

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| 1. Complaint reference number | 167/07 |
| 2. Advertiser | Yum Restaurants International (KFC Toasted Twister - firewalker) |
| 3. Product | Restaurants |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 12 June 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a group of people gathered around a fire walking procession, and an attractive looking girl putting on a brave face, just about to walk across the hot coals as all her friends and surrounding people cheer her on. The girl gets her courage up and takes off across the hot coals walking as fast as she can. A voiceover announces "Some people would go to any lengths to toast their Twister". As she reaches the halfway point she stops, pulls a KFC Toasted Twister from the coals and smiles. Realising how hot it is, she tosses the Twister to and from each hand as she continues quickly down the hot coals. Her friends in the know have ready-toasted Twisters from KFC without having to firewalk as described by the voiceover "Luckily KFC toast them for you! So leave it to the experts."

THE COMPLAINT

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

I do not necessarily find it offensive but am fearful that it does send the wrong message to young people who are sometimes easily enticed to do something foolish, even though it may be detrimental to their health or well being. Some young people have the attitude of doing things without thinking of the consequences of what they are doing.

In this instance, I would worry that there may be some young people, or for that matter, young children who may be tempted to try and walk across a bed of hot coals to see if they can do it. The woman in the ad does not show any pain or discomfort so they may think it will not cause them any harm.

THE ADVERTISER'S RESPONSE

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

Firewalking under supervision is a safe practice. It was not our intention nor do we believe we are encouraging young people to orchestrate their own firewalking sessions. We are simply using the firewalking scenario to communicate that some people will go to any lengths to toast their twister. We have done this in a way that shows the firewalking in what looks like a supervised environment.

It is worth noting however, that this particular execution has served its purpose and will not be airing again after 9th June 2007.

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 people may be encouraged to try firewalking on the basis of the advertisement's portrayal of firewalking as painless.

The Board noted that firewalking is an activity undertaken in various locations under supervision. The Board considered that this depiction of firewalking was depicted in a realistic manner except for the depiction that the fire was not as hot as the toasted KFC twister. The Board considered that the advertisement was unlikely to encourage people to try firewalking in a dangerous manner and did not depict the activity being undertaken in a manner that was contrary to how it might reasonably be undertaken.

The Board determined that the advertisement did not depict violence or material that was contrary to prevailing community standards on health and safety. Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.