



## CASE REPORT

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| 1. Complaint reference number | 176/08  |
| 2. Advertiser                 | Nando's Australia Pty Ltd   |
| 3. Product                    | Restaurants   |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Violence Cruelty to animals – section 2.2<br>Other - Causes alarm and distress<br>Other - Causes alarm and distress to children |
| 6. Date of determination      | Wednesday, 11 June 2008   |
| 7. DETERMINATION              | Dismissed   |

## DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a take-off of several reality TV shows. It shows a panel of three judges sitting in a paddock or farm yard. The judges are sitting at a table with 'Big Chicken 08' on the front and are asking the chicken contestants questions.

Judge1: 'Have you ever indulged in MSG?' Judge2: 'Any Hormones?.' Judge3: 'Are you carrying any excess fat?' Judge2: 'No' Judge1: '...Good'

A group of TV production staff are shown rounding the chickens up. A voice over states: Nando's scoured the country to find Australia's favourite chicken.

The judges now get serious. The advertisement cuts quickly and dramatically from the host to shots of the food preparation – marinating, basting and flame grilling with peri-peri.

Judge1: 'Are you prepared to be marinated in peri-peri?' Judge3: 'Basted?' Judge2: 'Flame-grilled?'

The voice over continues: 8 chickens. 1 hen house. 1 Peri-Peri prize.

The advertisement then cuts to a television studio as the host of the show talks to the live audience and the camera. The host says: 'Who will be Australia's favourite chicken?'

The advertisement cuts back to an ecstatic judge, holding out a ticket and pointing at a chicken. Judge3 says: 'YES!! YOU'RE GOIN' TO SYDNEY!'

Excited music and several close-ups of chickens. Text on screen: Big Chicken. Coming May 11. See more at [bigchicken.com.au](http://bigchicken.com.au)

The advertisement finishes with the Big Chicken theme music, a logo and voice over 'A Nando's PERi-PERi Production'.

## THE COMPLAINT

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

*Whilst I appreciate that Nando's sell chicken products, I find this ad very disturbing and exploitative. I know that chickens are slaughtered for sale and appreciate that this is a practice that is undertaken for people to consume chicken. What I found really upsetting was the playful and humorous manner in which this is portrayed.*

*I just find the whole concept of the ad disturbing. Whilst I am not naive or stupid and I am aware of where the meat that we eat comes from, I don't need to be reminded of it.*

*There are over 60,000 animals euthanised in Australia each year, clearly we need to focus more on helping animals, not making a comedy out of their demise.*

*I feel that it would be distressing to children, even though children need to know where food comes from, I don't think it should be sensationalised in such a way to them. Children need to learn to respect animals and I don't think this ad shows any respect at all to these animals.*

*I object because this advertisement promotes exploitation and cruelty to animals. It views chickens as being privileged to be slaughtered for the fast food industry's greedy need. I find the concept extremely offensive...*

## **THE ADVERTISER'S RESPONSE**

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

*The Nando's Big Chicken campaign was developed as a parody of reality TV. Essentially it's an imitation or caricature poking fun at the reality TV concept. Our version is an exaggerated parody and the playfulness is directed at the truisms of reality TV, as opposed to the process by which chicken is produced for human consumption.*

*The creative concept is that the chickens have all volunteered to enter the hen house and participate in a competition where the winner will become Peri-Peri chicken at Nando's. In this clearly fictitious, make-believe scenario, it is plainly evident that the chickens are not doing anything against their will.*

*Nando's is well known in the community for its flame-grilled chicken and we are proud of the fact that the key ingredient is sourced from A-grade, fresh, living and breathing chickens. In a similar way that Woolworths supermarkets express with pride that their beef is sourced from prime beef stock cattle.*

*The reality program we created is simply a fun way to talk about the essence of the Nando's product – fresh, real chicken which is marinated for 24 hours, basted and flame-grilled with Peri-Peri sauce.*

*This campaign does not portray violence or inappropriate treatment of chickens whatsoever. Nando's does not condone animal cruelty in any way. The chickens' welfare was our prime consideration at all times during the production of the advertisement. After filming, Nando's found the chickens a new home at Chesterfield Farm (Victoria) where they continue to live happy lives in open surroundings.*

*In conclusion, the fact that chickens are bred for human consumption is of no surprise to the community. We have taken a message that is reality and demonstrated it in an entertaining way. However, we do understand the nature of the complaint and regret any offence caused.*

## **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 complainants' concerns and reviewed the advertisement under Section 2.2 of the Code which deals with violence.

The Board viewed the television commercial and noted that it was a take-off of several reality television programs.

The Board noted that there was no cruelty depicted and that it is a well known fact that chicken comes from chooks.

The Board further noted that vegetarians may actually approve of the advertisement because of the clear link between the animal as a future food product.

The Board considered that the advertisement was humorous and unlikely to offend most viewers.

The Board further considered the fast-moving nature of the advertisement lessened the impact of any implied cruelty to the chickens as it quickly skipped between locations and scenarios.

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