



CASE REPORT

1. Complaint reference number	184/02
2. Advertiser	Burger King Aust Pty Ltd
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Monday, 12 August 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts various people in different work and recreational occupations, each suddenly making chicken noises and exiting in the manner of a chicken. The voiceover states: “The new flame grilled juicy chicken burger that makes it the tastiest burger you’ve ever eaten”. The advertisement concludes with the advertiser’s logo and a voiceover stating: “Cluck like a chicken when you order, and get \$1 off”.

THE COMPLAINT

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

“I find this ad unacceptable as it shows people all of a sudden clucking or twitching...Members of my family suffer from Tourettes Syndrome ...(and) I get very upset when this ad is shown...”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

In reaching its determination that the advertisement did not breach the Code in its portrayal of people, the Board considered the humorous intent of the advertisement.

Finding that the advertisement did not contravene any other provisions of the Code, the Board dismissed the complaint.