



CASE REPORT

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| 1. Complaint reference number | 199/98 |
| 2. Advertiser | Charcoal Chicken |
| 3. Product | Restaurants |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 10 November 1998 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement opens on a young woman standing on the side of the road, bag in hand. A car pulls up and the door opens. The driver is a man with exaggerated black rimmed round spectacles/lenses. He asks, 'How far are you going?' She replies, 'You tell me.' To which, he says, 'I'm just heading to the corner of (Street address) for a delicious...meal at "Charcoal Chicken"'. The young woman smiles, repeating, 'Charcoal Chicken?' The advertisement shows that the original man has been transformed into a handsome dark haired young man. He says. After naming some of the dishes available at the Chicken outlet, including 'potatoes and gravy...salads...and...the best breasts you've ever sunk your teeth into' he asks, 'Now how far are you going baby?'. The young woman says, 'All the way. All the way to Charcoal Chicken.' The advertisement concludes with a shot of a the car approaching a Charcoal Chicken outlet. The address of the outlet is superimposed on the screen.

THE COMPLAINT

Comments the complainant made about the advertisement included:

'The vision, text and innuendo is blatantly sexually based and sends a clear message to young people, that hitch-hiking, (particularly by young females), is accepted and encouraged by such dangerous and cheap advertising... We are constantly reminded of the tragic number of females raped or murdered in this very fashion and to depict the practice of hitch-hiking through gross and despicable representations in the media is totally unacceptable to me and highly irresponsible on the part of those involved.'

THE DETERMINATION

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

Board members were of the view that the advertisement's portrayal of the characters concerned did not constitute a breach of the Code and did not contravene prevailing community standards on health and safety. The Board dismissed the complaint.