



## CASE REPORT

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| 1. Complaint reference number | 298/01  |
| 2. Advertiser                 | Burger King Aust Pty Ltd (Chicken DeLuxe)   |
| 3. Product                    | Restaurants   |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Violence Other – section 2.2<br>Portrayal of sex/sexuality/nudity – section 2.3<br>Language – use of language – section 2.5 |
| 6. Date of determination      | Tuesday, 13 November 2001   |
| 7. DETERMINATION              | Dismissed   |

## DESCRIPTION OF THE ADVERTISEMENT

This television commercial opens on a man nominated by a superimposed graphic as “Burger King Research Director” addressing the camera from outside a door carrying signs reading: “Research in Progress and “Burger King.” The man says: “To better serve our valued Burger King customers, we conducted some in-depth research.” At this point, six young men are shown sitting around a table in a focus group, as a researcher says: “Imagine you are about to have dinner with a beautiful woman. What’s your objective? What do you really want to do?” Each of the men at the table hold up hand-written notices reading: “Give Her One!” With on-screen graphics featuring burgers, an announcer’s voice says: “Buy a new BK Chicken DeLuxe right now and we’ll give you another one free.” The ‘Burger King Research Director’ reappears, saying: “We give you one so that you can give her one.” The advertisement ends with a Burger King logo on screen with a caption reading: “We know what you want.”

## THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

*‘I found the idea that any man thinks about women in the manner in which this advertiser is suggesting is disgusting. I am also the mother to 2 boys, 20 and 22 years old, and they advised me to walk away from the TV as they also thought the ad was offensive.’*

*‘As a professional researcher...if it is a direct quote, I consider it extremely bad taste to use it in a commercial...I think it inappropriate for public broadcasting.’*

*‘I find the ad sexist in the extreme and to be blatantly sexual in its wording...I believe many women would be extremely insulted by the view that their sexual favours could be bought with a chicken burger.’*

*‘The ad is Very sexist. (Complainant’s capitalisation). It is demeaning in its portrayal of men as unanimous in the sexually suggestive desire to ‘give her one’ and demeaning to women, portraying them as the sexual objects of men.*

*‘This is a term which is obviously about sex and generally associated with violence or at least a forced act. It is offensive, demeaning and dangerous.’*

*‘...the way these three words are emphasized by the men has connotations of sexual domination and control by the male.’*

## THE DETERMINATION

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

The Board, while appreciating the views expressed by the complainants, determined that the material within the advertisement did not breach the Code on any ground. Accordingly, the Board dismissed the complaint.

In reaching its determination, the Board noted the humorous intent of the advertisement.