



CASE REPORT

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| 1. Complaint reference number | 355/06 |
| 2. Advertiser | Australia Fast Foods (Red Rooster) |
| 3. Product | Restaurants |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 12 September 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts a bridal party taking time out from the reception to check in on a television football match while eating Red Rooster - when a goal is scored, two males jump up and touch chests in the familiar victory practise.

THE COMPLAINT

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

...sexual undertones towards the end of it...

THE ADVERTISER'S RESPONSE

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

There is a collective celebration including "high fives" and cheering, and the commercial finishes with the groom and another male from the bridal party jumping up and celebrating together.

It is our opinion, that in no way does any of the footage depict scenes that could in any way be deemed to be "sexual" in nature. It is merely a spontaneous celebratory moment.

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 there were inappropriate sexual references in the advertisement. The Board considered that the image of the two men 'body slamming' was not a sexual reference and that there were no scenes in the advertisements containing sexual references.

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