



CASE REPORT

- | | |
|-------------------------------|---------------------------|
| 1. Complaint reference number | 377/09 |
| 2. Advertiser | Yum Restaurant (KFC) |
| 3. Product | Food & Beverages |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Social values |
| 6. Date of determination | Wednesday, 26 August 2009 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

Television advertisement where a family is outside at a picnic. A man passing by ask whether the father could move his car which is in the way. The father of the family denies that it is his car. His son sits next to him and uses the car remote control to lock the car - revealing that the father has not told the truth so that he does not have to interrupt his picnic.

THE COMPLAINT

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

I feel these ads send completely the wrong message to children. They are encouraging children to be dishonest and lie. I find this type of so-called humor, socially unacceptable. In these ads I simply feel sorry for the people who are being 'fobbed off' by an obvious lie. I feel the ads are conveying rudeness and disrespect to our fellow men and women. Quite frankly it just makes me feel the brand advertised to be telling untruths about their own product, but I am more upset that it is sending the wrong message to the target audience.

*I object to this as I think that outright lying is not a good example to give to people, however lighthearted.
Who is educating our children? Our advertisers need to lift their game and not so often go to the lowest standard. Men are constantly denigrated, cheating and lying are almost the norm, and this set of advertisements are just poor. The advertisement does not do justice to KFC.*

The whole series are very rude and teach our children bad values - lying, rudeness. Society are asking what is happening to our children they have no respect for other people and here we are seeing and hearing this rubbish encouraging bad behaviour. If Kentucky or the advertising agency think it is funny it is not.

Gives message to society and children in particular that is ok to lie and or be difficult if anything may inconvenience you even slightly. The sub text messages contained in these ads will undermine the necessary manners and consideration that underpins the functioning of our society.

THE ADVERTISER'S RESPONSE

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

There are three different versions of this advertisement (collectively the Advertisements). They each involve a family having a picnic in a park, eating a KFC Classic Dinner meal. In each case the family is interrupted by a person requesting some form of assistance (taking a photo, looking for a dog and moving a car) and the adult male (father) in the family makes an excuse which is blatantly false and intended to be amusing to the audience. The voice over states that "Nothing

gets in the way of a KFC Classic Dinner".

THE COMPLAINTS

In summary, the complaints are that the Advertisements lower community standards, encourage selfishness and lying and depict Australians as ignorant towards tourists and foreigners (the Complaints).

THE RELEVANT CODES

Australian Association of National Advertisers Code of Ethics (the Code) Section 2 of the Code has been cited as relevant. It is unclear to us which, if any, of the subsections in Section 2 of the Code are applicable to the Advertisements. Sub-sections 2.1, 2.2, 2.3, 2.5, 2.6 and 2.7 of the Code do not relate to the issues raised in the Complaints and therefore the complaint falls outside the scope of the Code. Australian Association of National Advertisers Code of Advertising & Marketing to Children

(the Children's Code) The Children's Code applies to communications which are directed primarily to children 14 years or younger and are for goods which are targeted toward and have principal appeal to children. The Advertisements in question do not fall within this category and as such, the Children's Code is not relevant.

HAVE THE CODES BEEN BREACHED?

As stated above, we do not believe the Advertisements breach any sections of the Codes. However, in response to the Complaints that the Advertisements lower community standards we point out that the Advertisements are clearly in jest and meant to be humorous and light hearted. The fact that the father's excuse in each case is so obvious false, and that he is clearly caught out on each occasion, shows that the Advertisements are essentially parodies for the purpose of emphasising the great taste of the Product. The behaviour in the Advertisements is not malicious, but rather is cheeky and the father himself comes off as looking silly. The Advertisements are not an encouragement of dishonest behaviour.

For the reasons outlined in this response, we do not believe that the Advertisement breaches Section 2 of the Code.

Yum! Restaurants International is committed to complying with all codes and applicable laws related to advertising. Yum! will continue to ensure that its advertisements do not offend prevailing community standards.

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 concerns, that the advertisement was insinuating that lying to people was acceptable and considered whether the advertisement was in breach of the Code.

The Board agreed that the advertisement was intended to portray in a comical and humorous manner, an unlikeable figure, whose behaviour was not tolerated by the other members of his family. The Board considered that the advertisement was not promoting lying as the father was clearly caught out and this was seen as undesirable in the advertisement.

The Board considered that the depiction of the father behaving inappropriately was not a suggestion that all men tell lies and that the advertisement did not discriminate against or vilify men.

The Board determined the advertisement was not in breach of the Code as most members of the community would be able to discern that the advertisement was a light hearted attempt at depicting that nothing gets in the way of a KFC Classic Dinner.

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