



CASE REPORT

1. Complaint reference number	379/09
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

An elderly lady has lost her dog in the park and asks for assistance from a young father who is having a picnic with his family. The young father says that he cannot help because he is allergic to dogs, even though he has his own dog sitting with him under the table.

THE COMPLAINT

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

These advertisements imply that the average Australian is a non caring person and shows us up in a very bad light not wishing to help anyone and being extremely selfish. The current series of KFC adverts must have been made by a very singularly and non caring company.

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 think that in this age of people ignoring people in need that companies should not be encouraging this sort of behaviour. These companies claim that their ads have no impact on the kids that watch but that is so not true. They see that KFC is more important than assisting others. Its just very very irresponsible.

*It's lowering of community standards..a poor reflection on society where people lie and are not willing to help others including tourists.
This add will influence the younger generation and others representing the opinion that's its ok to be selfish, lie and not think of others.
That's not our culture!*

Despite an attempt at being funny this ad is helping to teach our children that it is ok to lie and just take care of yourself. we are trying to teach our students that it is vitally important to seek out opportunities to help other people and the feeling of satisfaction that you get from doing a good deed for someone else(or in fact a random act of kindness). this ad is also disturbing in that it appears to ridicule the people asking for assistance. this falls in under the social values category.

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 voiceover 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 also considered that the depiction of the father lying to an older woman was not a depiction that was discriminatory or vilifying of older women as the advertisement does not suggest that this is appropriate behaviour rather it is clearly the father who is depicted as the person behaving inappropriately.

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.