



CASE REPORT

1. Complaint reference number	386/03
2. Advertiser	Tricon Restaurants International (KFC)
3. Product	Restaurants
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 November 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts an older woman saying “We don’t offer insurance to young drivers”.

THE COMPLAINT

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

“I believe they are discriminating against young people, and I feel that they are making a direct attack on young people in their ad.”

THE ADVERTISER’S RESPONSE

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

“..... it is merely a statement of fact rather than a statement implying that younger drivers are in any way inferior to older drivers.”

“.... the advertisement is merely stating who is eligible to apply for a policy with the Australian Pensioners Insurance Agency.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination or vilification.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.