



CASE REPORT

1. Complaint reference number	508/06
2. Advertiser	Tricon Restaurants International (KFC Festive Boneless Banquet)
3. Product	Restaurants
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 16 January 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a husband returning home and telling his wife, obviously in a rush for expected visitors, "Got the ice...got the kids" as two children in sports uniforms enter the kitchen. His confused wife asks "Where's Lilly?" as the scene shifts to show a little girl in pink ballet tutu standing forlornly outside her dance academy with her teacher. The mother hands her husband a stack of plates, grabs the car keys and tells him "I'll grab her while I pick up the lunch...Quick, they'll be here any minute!" The next shot shows the family and visitors seated around a balcony table overlooking a pool, and Mum places a plate of KFC on the table as a voiceover describes the qualities of the Festive Boneless Banquet. As she is complimented on the food the wife turns to her husband and whispers "Where's Nanna?" The husband looks shocked as the next shot shows a frustrated old lady outside her house still waiting to be picked up.

THE COMPLAINT

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

- 1) The emphasis of the commercial has put scrutiny on men about their irresponsible and unreliable role in the family.*
- 2) Comparing to how easier and simpler the boneless chicken is compared to the male counterpart.*

THE ADVERTISER'S RESPONSE

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

We do not think that the commercial in any way discriminates against or vilifies the importance of a husband or fathers role in the family unit. Its intention was/is to merely demonstrate, in a humourous way that no matter what at this busy time of year no one can get everything right. Furthermore, country to the complaint is it our belief that the commercial actually works to show how the family unit, in this case Mum and Dad work together to ensure everything works out in the end.

Both KFC Australia and Singleton Ogilvy & Mather are very conscious of societal issues when developing and implementing advertising campaigns. Furthermore, we believe that the commercial in question utilises humour and a clear target audience insight to announce the new Festive Boneless bundle.

THE DETERMINATION

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

The Board viewed the advertisement and considered whether it breaches Section 2.1 dealing with discrimination based on gender.

The Board felt that while the advertisement portrayed the particular featured man in a negative light, the advertisement did not imply that all men were irresponsible. Hence the Board found that the advertisement did not discriminate based on gender.

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