



CASE REPORT

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| 1. Complaint reference number | 51/01 |
| 2. Advertiser | Kentucky Fried Chicken Pty Ltd |
| 3. Product | Restaurants |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 13 March 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises a montage showing different groups of people eating the product in a variety of settings including a group of junior footballers (the words ‘full-time’ are superimposed), a group of young women relaxing in and around a swimming pool, one of whom is shown floating on a Lilo while eating a bag of chips, (the words ‘passing time’ are superimposed), a group of taxi drivers (the words ‘change-over time’ are superimposed), two young men (‘recovery time’) and a young family (‘quality time’), a woman approaching a tent pitched in the back yard (‘the best of times’). The advertisement concludes with the advertiser’s logo and the words, ‘When was your last time?’ superimposed on the screen.

THE COMPLAINT

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

‘As a health and safety issue – I think it is wrong to show a lady on a floating devise (sic) in a swimming pool – eating from a bucket of chips. We teach our children not to swim...straight after eating and this (advertisement) really tells them they can in eat in the pool.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

The Board determined that the material within the advertisement did not contravene prevailing community standards on Health & Safety and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.