



CASE REPORT

1. Complaint reference number	68/07
2. Advertiser	Tricon Restaurants International (KFC - Backyard Bucket)
3. Product	Restaurants
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 13 March 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a father and son picking teams for a family game of cricket in a park. Without the viewer seeing the people from which to choose, the father says "I'll have him...him...and him...and you can have the girls". Mum and two teenage girls are shown looking decidedly critical of the father's decision to place them all in their young brother's team - and the young boy is dismayed. The next scene shows the game in progress with the father elated his team is winning - then we see his "team" is actually comprised of blow-up depictions of Aussie test cricketers. Having had enough, Mum announces "That's tea" and the whole family sits down to a Backyard Bucket of KFC.

THE COMPLAINT

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

It is sexist and perpetuates negative stereotypes about women his statement "you can have the girls" is made in a mocking and sarcastic manner and the boy he is addressing appears dejected when told he is told he will have the girls.

THE ADVERTISER'S RESPONSE

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

We believe that the KFC Cricket commercial is not sexist or perpetuates negative stereotypes about women. Rather the commercial portrays a "slice of life" moment and the typical reaction between siblings particularly that of a competitive teenage boy and his sisters. It is not our intention to run this execution in the future.

THE DETERMINATION

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

In particular the Board considered whether the advertisement breached Section 2.1 of the Code dealing with discrimination against gender.

The Board noted that the man in the advertisement shouts that his son has to pick the girls at the gathering for his team. The Board agreed that while this might seem discriminatory on face value, when set on the context of park cricket, and when considered in the light-hearted and absurd context of the 'boys team' being 'blow-up fielders', the comment was not offensive.

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