



CASE REPORT

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| 1. Complaint reference number | 79/07 |
| 2. Advertiser | Tricon Restaurants International (KFC - Wicked Mix Pack) |
| 3. Product | Restaurants |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6
Other - Environmental issues |
| 6. Date of determination | Tuesday, 13 March 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a woman arriving home carrying a Wicked Mix Pack of KFC. She passes her husband who is hosing the garden, and his attention is grabbed by the KFC and he loses control of the hose. A son inside the house playing a computer game on TV, sees Mum walk past his room with the KFC and leaves it to follow her, as does a daughter engaged on the phone. Mum places the bucket of KFC on the kitchen table as the family gathers around her and a male voice over announces "Works every time. For a Wicked way to bring 'em to the table try KFC's irresistible Wicked Mix Pack. All your family's favourites plus 10 irresistible Wicked Wings in a crunchy coating for a wicked night in!"

THE COMPLAINT

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

...because of the water restrictions that we are all trying to abide by...

The man was watering his car which nobody is allowed to do under the water restriction laws. the hose he is using does not have a trigger, illegal under the water restriction laws. he leaves the water coming out of the hose at high pressure, illegal under the water restriction laws. some people who view the advert may assume that it is okay to waste water again after seeing the ad i also consider it in very bad taste that companies like to show people wasting water when there is not much water left in reservoirs. to me it looks like kfc is saying that they are above the law and can do what they want to do!

THE ADVERTISER'S RESPONSE

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

The Father character is not washing the car, he is watering a garden along the edge of the driveway as his wife pulls up in the car next to him.

There is no indication of what time it is when Dad is hosing and hence he could very well be hosing within an unrestricted time in accordance with water regulations.

This commercial is an existing US spot that we adapted for the Australian market. We made every effort when adapting the spot to shorten the amount of footage of Dad hosing to a minimum. The hosing scene only appears in the 30 second execution. We removed it entirely from the 15 second version.

Both KFC Australia and Singleton Ogilvy & Mather recognize that water is a valued resource and are conscious of producing advertising that supports the conservation of water. It is worth noting however, that this particular execution has served its purpose and will not be airing nationally again after 13 March 2007. Thereafter it is only planned to run briefly in Newcastle for a few weeks around May/June this year.

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 noted the man hosing the garden. The Board considered whether the depiction of the man hosing his garden during a time when Australian water restrictions are in force was acceptable. The Board took the view that the depiction shown was acceptable, partly because watering the garden is currently legal in some states at certain times of the day.

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