

KFC'S 'whole chicken' advert causes controversy

The advert which received the most complaints in 2017 was part of a campaign for the fast food chain Kentucky Fried Chicken (KFC).

It was a TV ad and it featured a chicken that was strutting around a barn to a song by DMX in the style of a rap video. The advert was called 'The Whole Chicken' and it aimed to convey the message that KFC products are 100% chicken.

After it appeared on television for the first time, the ASA received 755 complaints that it was disrespectful to chickens and distressing for vegetarians, vegans and children. The ASA, however, did not ban the advert as they decided that it didn't show the chicken going to slaughter and that it probably wouldn't cause serious or widespread offence.

Opinions were very divided about the advert. A lot of critics said that it would actually discourage them from ordering KFC food.

One person even suggested that the advert had made her consider becoming vegetarian. She tweeted: "Am I the only one who wants to become vegetarian after watching KFC's atrocious new advert? Chicken dancing to the slaughterhouse." The animal rights organisation PETA agreed with the sentiments. The director said: "It challenges anyone thinking of eating chickens to look these smart, social, sensitive and beautiful birds in the eye and recognise that they're individuals, not body parts to be battered as nuggets."

Not everyone disliked the advert, though. Some people thought it was funny and that the critics were exaggerating. One person tweeted: "People hate the new KFC advert, but I'm all for it. It's great. If you don't like to be reminded that you're eating a chicken, don't eat chicken."

KFC also defended the concept of their controversial advert. Their chief marketing officer said: "At KFC we're proud of our chicken, we're not afraid to show it. 'The Whole Chicken' represents a change for us, taking a bolder stance when it comes to engaging with our loyal customers and fans."

(source: ASA and *Hello Magazine*)

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