

CWA of California
Action Alert
May 25, 2005

Spicy Ad Has Parents Hot Under the Collar

Take action on Carl's Jr. ad. Offended? Say so!

Carl's Jr. has once again shown their disrespect for women and disregard for children through their "sex sells" advertising campaigns.

Take Action: If you are offended by the Carl's Jr. ads—say so! Please call the CKE Enterprises corporate offices at (877) 799-7827. You'll be given an option to leave a comment about "a recent commercial" by pressing "1." However, those concerns are herded only to voicemail. Press "2" to speak to a customer service representative.

Call or stop by your local Carl's Jr. restaurant as well and let the manager know your concerns.

Here's the Beef

Apparently Carl's Jr. has an ongoing penchant for pornography. The company's advertising has been sliding downhill for some time. Their last notable trip to the "edge" was the 2004 campaign using America's pornographer-in-chief, Hugh Hefner, as the company spokesperson. Oh, yeah, a guy who never gets out of his pajamas really makes a great role model for our kids, especially when you tack on the slogan, "Because some guys don't like the same thing night after night."

Well, move over Porn King, here comes Paris. Donned only in a skimpy chain-adorned black leather swimsuit and high heels, a hose-wielding Ms. Hilton writhes over and around a Bentley in the current Carl's Jr. ads—and that's the tame stuff.

The ad campaign press release proudly proclaims that CKE Enterprises (Carl's Jr. and Hardee's restaurant parent company) is "widely known for pushing television advertising to the edge." On the choice of celebrity they note, "Paris was chosen to star in the ad because she is an intriguing cultural icon and the 'it girl' of the moment. She fascinates Carl's Jr.'s most loyal customers, 'young, hungry guys,' as well as 'young, hungry gals.'"

Really? Walk into a Carl's Jr. at dinnertime and you'll probably see primarily hungry young families on their way home from the ball field. Does the ad appeal to the young guys? Sure. Does that make it right for your television? No. Target market or not, the ad is just plain offensive.

Oh, and there's more on the company's Web site, including a link to the prurient Maxim magazine and an even "spicier" version of the ad. The press release calls this a "fun, interactive environment." Right.

May is "Victims of Pornography Month." Maybe now is a particularly good time to shine the light on Carl's latest attempt to introduce sleaze to our children.

One can only imagine what the company's founder, Carl Karcher, thinks of the advertising campaigns that continue to dishonor his name. A father of twelve known for his community involvement and putting family first, Karcher said in his book *Never Stop Dreaming*, "With the help and support of my wife and children, my faith in God, my good health, my belief in the free enterprise system, and my willingness to work hard, there was no way I could have failed."

Carl Karcher didn't fail, but those who currently run the company he founded have failed him—and they've failed the public. The company's mission statement indicates that it recognizes it has a daily opportunity to "make a positive impact on the community."

News flash: *This isn't it!*

Note: For more information on the scourge of pornography and what you can do to protect yourself and your family, visit our national [Web site](#). You'll find "[What the 'Average Joe' Can Do About Porn...And Why](#)" and many more informative [articles](#).

Thank you for making a difference!

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