



Ad Standards Community Panel  
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## Case Report

1. Case Number :	0145-21
2. Advertiser :	Paramount Pictures Australia
3. Product :	Entertainment
4. Type of Advertisement/Media :	TV - On Demand
5. Date of Determination	23-Jun-2021
6. DETERMINATION :	Dismissed

### ISSUES RAISED

AANA Code of Ethics\2.3 Violence

### DESCRIPTION OF ADVERTISEMENT

This TV on Demand advertisement is promoting the movie 'The Quiet Place 2". There are three versions of the advertisements with a 30 and 15 second version of each.

#### Beyond 30

- A woman driving a car when a creature comes towards her and she begins reversing
- A house, partly on fire
- People walking cautiously through a grassy area near train tracks and triggering a trip wire. Glass bottles drop and make noise, and the group begin running
- A woman running through a building when she is stopped by a man who covers her mouth and makes a shooshing motion as he points towards a creature near them
- Cars on a bridge, a woman on a train, a man in a tunnel, a map
- Two people running through a building
- A building on fire with a falling beam
- A person appearing from under water
- People in a car
- People running through a grassy area near houses
- A man making a shooshing motion as a door closes
- A woman holding a shotgun



### Beyond 15

- People walking cautiously through a grassy area near train tracks and triggering a trip wire. Glass bottles drop and make noise, and the group begin running
- A woman running through a building when she is stopped by a man who covers her mouth and makes a shooshing motion as he points towards a creature near them
- Cars on a bridge, a woman on a train, a man in a tunnel, a map
- A building on fire with a falling beam
- Two people running through a building
- A woman holding a shotgun

### Memories 30

- Scenes showing farmhouses, bridge, building
- A woman beckoning someone towards her
- A person walking in a hallway covered in leaves
- Two teenagers and a woman holding a baby walking away from a house
- A person seeing a damaged train
- A map
- Cars on a bridge
- Woman with a shotgun
- Two people running through a building
- People in a car
- A man screaming
- People walking in the dark with a firearm and torch
- A boy opening curtains
- A woman holding a pistol
- A woman standing slowly as a creature is visible behind her.
- A woman running towards a metal hatch door and trying to close it

### Memories 15

- Scenes showing farmhouses, bridge, building
- A woman beckoning someone towards her
- A person seeing a damaged train
- A map
- Cars on a bridge
- Woman with a shotgun
- People walking in the dark with a firearm and torch
- A woman running towards a metal hatch door and trying to close it

### Most People 30

- A woman beckoning someone towards her
- Two teenagers and a woman holding a baby walking away from a house
- Two people running through a building
- Two people watching out a window
- A man making a shooshing motion as a door closes



- People in a car
- People running through a grassy area near houses
- A building on fire with a falling beam
- A woman running through a building when she is stopped by a man who covers her mouth and makes a shooshing motion as he points towards a creature near them

#### Most People 15

- A woman beckoning someone towards her
- Two teenagers and a woman holding a baby walking away from a house
- People in a car
- A woman running through a building when she is stopped by a man who covers her mouth and makes a shooshing motion as he points towards a creature near them

#### THE COMPLAINT

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

*The advertisement was for an M rated horror film, the advertisement was shown during an on demand viewing of the tv show Australian Ninja Warrior (rated PG). The advertisement scared my children and whilst I was watching the program with them, I was unable to turn the screen off before they had viewed the advertisement. One of my children is now having nightmares after viewing the horror themed advertisement.*

#### THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

*I write regarding recent complaints to the Advertising Standards Bureau regarding TV spot placement for the advertising campaign for Paramount Picture's film 'A Quiet Place 2'.*

*As the Investment & Activation Director responsible for planning and booking all media placement for this campaign, I have confirmed with Finecast that they actioned protocols in campaign setup to minimise ad exposure outside of where we need to appear. This activity was only targeted at M/MA programming using a custom built program exclusion list. Finecast have advised that Ninja Warrior is classified as sporting themed content in Nine's library, hence fell within our targeting measures for this campaign (and does not require a classification).*

#### THE DETERMINATION

The Ad Standards Community Panel (Panel) considered whether the versions collectively forming this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).



The Panel noted the complainant's concern that the advertisement is for a horror film with themes that are inappropriate for children to see and was played in an inappropriate time slot.

The Panel viewed the advertisement and the noted advertiser's response.

**Section 2.3 Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised.**

The Panel noted the Practice Note for this section of the Code which states "*Graphic depictions of violence or a strong suggestion of menace have been found to present violence in an unacceptable manner especially when visible to a broad audience which includes children. For example, advertising for violent or horror movies, tv shows or video games should take care not to include images that give the impression that a character has just committed violence against someone (for example, a weapon with dripping blood), was the victim of violence (for example, freshly severed limbs) or is about to commit violence against someone (for example, gun aimed directly at a person or the viewer) where there is a broad audience which includes children*".

The Panel noted that this advertisement was broadcast on TV On Demand which does not require classification and can be broadcast at any time.

**Does the advertisement contain violence?**

The Panel noted that the soundtrack of the advertisement in the advertisement is eerie, both in its silence and its use of music. The Panel noted that the imagery of the advertisement does contain depictions of weapons, however noted that they are not pointed towards anyone at any time. The Panel noted there are no depictions of blood or violent acts. The Panel considered the theme of the advertisement is menacing and considered that the advertisement overall may be considered to imply violence.

**Is the violence portrayed justifiable in the context of the product or service advertised?**

The Panel noted that the advertisement was promoting a horror film titled 'A Quiet Place Part II' which is rated MA+.

The Panel considered that although the advertisement is realistic in its depiction of a post-apocalyptic world, it does not show any blood or graphic imagery and that the advertisement uses quickly changing scenes which breaks up the sense of suspense created in the advertisement.

The Panel noted that the advertised product is a horror film that contains violent action sequences and graphic imagery, and noted that the scenes shown are scenes from the film. The Panel noted that the music in the advertisement is spooky and does



suggest a degree of menace, however the Panel considered that this suggestion is not strong.

Overall, the Panel's considered that the tone of this advertisement was suspenseful and frightening, and contained a suggestion of violence. The Panel considered that the level of menace was not excessive in the context of an advertisement for a horror movie.

### **Section 2.3 conclusion**

In the Panel's view the advertisement did portray violence that was justifiable in the context of the product being advertised and did not breach Section 2.3 of the Code.

### **Conclusion**

Finding that the advertisement did not breach the Code on other grounds, the Panel dismissed the complaint.