



Ad Standards Community Panel
PO Box 5110, Braddon ACT 2612
P (02) 6173 1500 | F (02) 6262 9833

AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0148/19
2	Advertiser	Roadshow Films
3	Product	Entertainment
4	Type of Advertisement / media	Billboard
5	Date of Determination	12/06/2019
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Violence Causes alarm and distress to Children

DESCRIPTION OF THE ADVERTISEMENT

This advertisement is a bus shelter panel for the theatrical release of the movie "The Curse Of The Weeping Woman". It depicts a grey and foggy background, and a woman in a grey dress and a cloth covering her face reaching towards something on the right of the image.

THE COMPLAINT

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

This poster (and for that matter, the one for the movie 'hellboy' before it) is absolutely inappropriate for general audiences. How can you condone the display of a vivid, scary image for an 'R' rated movie, along with the extremely evocative strapline in an area that is inundated with young children (it is next to the entry for a park, playground, netball courts, tennis courts etc)? My 7yo daughter has been endlessly spooked by this poster and has had trouble sleeping, yet still it's at the end of our road. I expect more from ad standards.

THE ADVERTISER'S RESPONSE





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

The outdoor creative contains no discriminatory material, strong or obscene language, nudity, no material contrary to health and safety standards. The movie received a M classification with the consumer advice "Supernatural Themes and Violence". It does depict violence or contains scary/ supernatural themes, along with the words "She Wants Your Children"... however this the main plot of the movie and relevant to the film being advertised and accordingly unavoidable.

The creative was also approved by the outdoor media company prior to posting.

THE DETERMINATION

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

The Panel noted the complainant's concern that the advertisement is inappropriate for general audiences.

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

The Panel noted the outdoor advertisement was promoting the movie "The Curse of the Weeping Woman" and features a grey and foggy background, and a woman in a grey dress and a cloth covering her face reaching towards something on the right of the image.

The Panel considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 states: "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 complainant's concern that the display of a vivid and scary image for an R rated film, in conjunction with an evocative strapline is inappropriate for the location it was placed, which is an area that has many children.

The Panel considered that there is no blood or gore in the advertisement and that the horror themes in the advertisement are mostly suggested through the inclusion of the fog in the background, the tagline, and the inclusion of the main character.

The Panel noted the advertiser's response that the film received an M classification, and considered that the inclusion of horror themes was justifiable in the context of advertising an film which included supernatural themes and violence.



In the Panel's view the violence portrayed in the advertisement was implied only and was justifiable in the context of the product advertised and did not breach Section 2.3 of the Code.

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

