



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0210/18
2	Advertiser	Roadshow Films
3	Product	Entertainment
4	Type of Advertisement / media	Poster
5	Date of Determination	09/05/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Violence Causes alarm and distress to Children

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement is a large outdoor mural to promote the movie RAMPAGE. The advertisement features a crocodile, Dwayne Johnson, a gorilla and a wolf.

THE COMPLAINT

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

Very scary for children to see. My seven year old was very upset and would not look out her window. I Harper to think what younger children would think and may not be able to communicate with their parents about it. I object primarily to about the vicious animals and the massive size of the ad.

THE ADVERTISER'S RESPONSE

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



*The outdoor mural for RAMPAGE contains no discriminatory material, exploitative or degrading material, strong or obscene language, nudity, or material contrary to health and safety standards. The image, in particular the monsters could be considered to depict violence and be scary in nature - however this is very mild and relevant to the Film being advertised and accordingly is unavoidable.
The mural will be removed on Sat 28/4.*

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 features scary and upsetting images.

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

The Panel noted that this advertisement is for a movie and featured a character and animals from the movie, including a crocodile, gorilla and wolf.

The Panel considered whether the advertisement breached 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 advertisement was too frightening to be seen by children and the vicious animals are emphasised by the size of the advertisement.

The Panel noted the advertiser's response that the monsters could be considered to depict violence, however this was very mild and relevant to the film being advertised.

The Panel considered that the advertisement was highly-stylised and the animals appeared almost cartoonish and were not a realistic depiction of violent creatures.

The Panel considered that there is no actual violence depicted in the advertisement; however the animals, particularly the crocodile and the wolf, could be considered to be menacing and scary due to their size and positioning.

The Panel noted the practice note which states "that a strong suggestion of menace presents violence in an unacceptable manner and breaches this section of the Code".

The Panel considered that while the depiction of the animals did contain a low level of threat, there was no suggestion that the animals were about to commit a violent act.



The Panel considered that the advertisement did not contain a strong suggestion of menace.

The Panel noted the advertisement was for a movie, and that the images that were depicted were from that movie. The Panel considered that the depiction of these animals was therefore justifiable in the context of the movie being advertised.

In the Panel's view the violence portrayed in the advertisement 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.

