



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0329/13</b>
<b>2</b>	<b>Advertiser</b>	<b>Universal Pictures</b>
<b>3</b>	<b>Product</b>	<b>Entertainment</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV</b>
<b>5</b>	<b>Date of Determination</b>	<b>25/09/2013</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.3 - Violence Causes alarm and distress

### DESCRIPTION OF THE ADVERTISEMENT

Promotional trailer for a new movie called R.I.P.D. Jeff Bridges and Ryan Reynolds headline the 3D supernatural action-adventure and we see various scenes from the movie which include sci-fi monsters and violence.

### THE COMPLAINT

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

*I don't think a zombie/supernatural movie should of been advertised so early. I understand the movie is rated 13+ however my 9 yr old was watching TV at this time. All we saw was a man with no jaw bone. Obviously dead.*

*The characters in the movie are super natural and are really scary and and inappropriate to been seen at that time of the night!*

*The ad showed graphic violent creatures with horror elements, contorting faces, at a time when young children are still awake and it could give them nightmares. Very unpleasant imagery, out of context for this time slot.*

### THE ADVERTISER'S RESPONSE

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

*Placement of this commercial was in line with classification guidelines for a TVC with a "J" CAD rating. Placement is consistently monitored on a daily basis by the networks and changed if necessary.*

*Relevant clause:*

*PG, M and MA-Classified Material/PG-Style "J"*

*Definition: PG-Style Commercials for PG, M and MA Classified Cinema Films, DVDs, Videos, or for PG and M Classified Games*

*Must not be broadcast (except see below for digital multi-channels):*

- Between 6.00am and 8.30am on weekdays*
- Between 4.00pm and 7.00pm on weekdays*
- Between 6.00am and 10.00am on weekends*
- P or C programs or in breaks adjacent to P or C periods*
- In G programs which start at 3.30pm on a weekday or are broadcast between 7.00pm and 8.30pm on any day.*

*Digital Multi-Channels*

*In addition, may be broadcast during the following hours on digital multi-channels only:*

- Weekdays 6.00am - 8.30am*
- Weekdays 4.00pm - 7.00pm*
- Weekends 6.00am - 10.00am*

*Product Description: Commercials which comply with the criteria for PG promotions in Clause 3.9 of the Code of Practice.*

## **THE DETERMINATION**

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Board noted the complainant's concerns that the advertisement depicts scary, supernatural characters that are violent and graphic in nature. The images are frightening and inappropriate for viewing by children.

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

The Board 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 Board noted that the advertisement features scenes from the movie R.I.P.D which includes supernatural creatures and science fiction monsters.

The Board noted the advertisement has been rated 'J' by CAD which means that it can only be played after 7pm and its placement is consistently monitored on a daily basis by the networks and changed if necessary.

The Board noted that whilst some of the images used in the advertisement do depict action and violence these scenes are relevant to the movie and are clearly presented in the context of

movie content. Noting the CAD rating and that the advertisement includes quite stylised and unrealistic images the Board considered that the advertisement presented violence in a manner which is justifiable in the context of the product advertised.

Based on the above the Board considered that the advertisement did not breach Section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaints.