



Ad Standards Community Panel  
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Advertising Standards Bureau Limited  
ACN 084 452 666

## Case Report

1	Case Number	0391/18
2	Advertiser	Roadshow Films
3	Product	Entertainment
4	Type of Advertisement / media	Billboard
5	Date of Determination	12/09/2018
6	DETERMINATION	Dismissed

### ISSUES RAISED

- 2.1 - Discrimination or Vilification Religion
- 2.3 - Violence Causes alarm and distress
- 2.3 - Violence Causes alarm and distress to Children
- 2.3 - Violence Violence

### DESCRIPTION OF THE ADVERTISEMENT

This billboard advertisement is for upcoming film "The Nun" and features an image of a Nun that has been split diagonally. The upper half of the image is black and the Nun has a yellow eye, and the lower half of the image is white and features a traditional looking Nun.

### THE COMPLAINT

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

*The posters depict an evil looking Nun. I feel the horror nature of the posters is not suitable for young children.*

*The tv advertisements are shown at a later hour. But these posters are there 24/7 for all to see.*

*Vilification of the Catholic religion. The advertisement is demeaning to a religious*



*group, and eliciting fear and hatred of the religion. This would not be acceptable to any other religious group. Additionally, horror content on display at 5pm, which parents have no opportunity to protect children from.*

*My 4 yr old son is extremely terrified by the horrific image displayed on this advertisement and it seems to be very commonly displayed in my own and neighbouring suburbs.*

*Inappropriate image for general viewing*

## **THE ADVERTISER'S RESPONSE**

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

*The poster in question contains no discriminatory material, exploitative or degrading material, strong or obscene language, violence, nudity, or material contrary to health and safety standards. The poster does contain scary and supernatural themes i.e. image of The Nun. This however is relevant to the Film being advertised which is of the horror genre and accordingly unavoidable.*

## **THE DETERMINATION**

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

The Panel noted the complainants' concern that the advertisement vilified Catholics and caused alarm and distress.

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

The Panel noted that billboard advertisement featured an image of a nun that has been split diagonally. The upper half of the image is black and the nun has a yellow eye and the lower half of the image is white and features a young, human nun.

The Panel noted the complainants' concern that the advertisement is vilifying of nuns and those of the catholic faith.

The Panel considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way



which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.'

The Panel noted the Practice Note to Section 2.1 provides the following definitions:

"Discrimination – unfair or less favourable treatment.

Vilification – humiliates, intimidates, incites hatred, contempt or ridicule."

The Panel considered the advertisement identifies 'the nun' and does not suggest that all nuns are monsters. The Panel considered that this is an unrealistic image of a 'possessed' nun and it is clearly not intended or likely to be seen as a comment on real people.

The Panel considered that the advertisement did not show nuns receiving unfair or less favourable treatment, or in a way which humiliates, intimidates, incites hatred, contempt or ridicule of nuns or people who follow the catholic faith.

The Panel considered that the advertisement did not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of religion and determined that the advertisement did not breach Section 2.1 of the Code

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 considered that the advertisement did not depict blood, gore, or any material of a graphic nature.

The Panel considered that there was no blood or gore in the advertisement, and no threat or implication of a violent act.

The Panel noted the practice note to the Code states:

"The Community Panel has also found that a strong suggestion of menace presents violence in an unacceptable manner and breaches this section of the Code."

The Panel considered that while some people may find the image of the nun with the yellow eye to be alarming, it was not threatening and did not contain a strong suggestion of menace.



The Panel considered that the advertisement did not depict violence and considered that the advertisement did not breach Section 2.3 of the Code.

Finding that the advertisement did not breach any other Section of the Code the Panel dismissed the complaints.

