



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	0396/18
2	Advertiser	Roadshow Films
3	Product	Entertainment
4	Type of Advertisement / media	TV - On Demand
5	Date of Determination	12/09/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Violence Causes alarm and distress

DESCRIPTION OF THE ADVERTISEMENT

There are two versions of this TV on Demand advertisement, both of which feature scenes from the upcoming movie 'The Nun'.

Version one – “face” – depicts an oil painting of a demonic none and a conversation between a man and a young nun about nightmares she had had about a nun. At the end of the ad we see the young nun in the dark holding a lantern. She turns to view a dark figure in a habit behind her, and she is attacked from the side.

Version two – “Darkest” – depicts a fleeting scene of a nun jumping out a window and a young nun and man saying they are investigating the death of a nun. A number of fleeting scenes show a group of nuns marching and baring a door, a hand thrusting out of frozen ground and a young girl being grabbed around her head and dragged backwards

THE COMPLAINT

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



The content of the film is offensive however it is even more despicable that it is being played repeatedly during a family tv show (The Block). And even worse on a Sunday - a day of Christian worship.

It appeared with no warning or way to skip it which caught me by surprise because I was watching a family program with a G rating. I'm personally under age so I wasn't too impressed to be subjected to such graphic advertising when watching a program like The Block and I'm glad I didn't have anyone younger with me. It appeared multiple times throughout the show and eventually I had to stop watching the show to avoid being repeatedly upset by it as I was too scared that the ad would keep popping up randomly.

It was terrifying and completely unnecessary, likely MA15+ or even R rated movie.

THE ADVERTISER'S RESPONSE

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

The tv spots contain no discriminatory material, exploitative or degrading material, strong or obscene language, nudity, or material contrary to health and safety standards. The tv spots do depict violence and contains scary and supernatural themes. This however is relevant to the Film being advertised which is of the horror genre and accordingly unavoidable.

The ON DEMAND campaign for this film used time targeting and all spots should have appeared post 9.30pm in the evening. The campaign ends on Wed 5/9.

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 was inappropriately violent and caused alarm and distress.

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

The Panel noted that there were two versions of this on-demand television advertisement which feature scenes from the movie 'The nun'. The Panel noted the advertisement had been placed so that it would only be shown after 9:30pm.

Version one – "face" – depicts an oil painting of a demonic none and a conversation



between a man and a young nun about nightmares she had had about a nun. At the end of the ad we see the young nun in the dark holding a lantern. She turns to view a dark figure in a habit behind her, and she is attacked from the side.

Version two – “Darkest” – depicts a fleeting scene of a nun jumping out a window and a young nun and man saying they are investigating the death of a nun. A number of fleeting scenes show a group of nuns marching and baring a door, a hand thrusting out of frozen ground and a young girl being grabbed around her head and dragged backwards.

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 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 the first version of advertisement “face”.

The Panel noted that there was a low level of menace in the advertisement which concluded with a ‘jump scare’ of the woman being attacked from the side.

The Panel considered while this version of the advertisement may have initially been alarming, there is no ongoing threat in the advertisement. The Panel considered that some menace is justifiable in the context of advertising a horror movie and considered that this version of the advertisement did not breach Section 2.3 of the Code.

The Panel then considered the second version of the advertisement “darkest”.

The Panel considered that the scenes in this version of the advertisement are fleeting and considered that there is no high level of menace in this advertisement.

The Panel considered that while the final scene of the girl being grabbed may be briefly alarming, it is fleeting and there is no ongoing threat in the advertisement. The Panel considered that some menace is justifiable in the context of advertising a horror movie and considered that this version of 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.