



## **CASE REPORT**

1. Complaint reference number	108/00
2. Advertiser	Roadshow Film Distributors Pty Ltd (Scream 3)
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 11 April 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENTS**

There are three television advertisements in the campaign, each interspersing footage from the film with captions and voiceover/s. Each concludes from among the following: a voiceover saying ‘Scream 3’; the captions ‘Scream 3’, ‘Scream 3. A film by Wes Craven’, ‘Coming to cinemas March 23’ with a website, and credits for the film.

1. The advertisement opens with ‘Scream 3’ on-screen and the sound of a telephone ringing. Voiceover: ‘Now, the wait is over. I’m talking about being scared. The terror begins’.
2. The advertisement begins in tones of blue/grey and black, taking on normal colour as it progresses. It contains the words, in print and/or voiceovers, ‘Rules of a trilogy. Chapter 1 sets the rules. Do you like scary movies? Chapter 2 bends the rules. But in the finale. Hello, Sydney . Forget the rules. Welcome to the final act’.
3. The advertisement opens with ‘Scream 3. A film by Wes Craven’ on-screen and contains the words, in print and/or voiceovers, ‘Hello, Sydney . Welcome to the final act. From suspense master, Wes Craven, comes the final chapter’.

## **THE COMPLAINT**

Comments which the complainant made regarding these advertisements included the following:

*‘It’s (sic) contents are extremely violent and horrific. I don’t feel that this is an appropriate time-slot given its content, and the fact that these types of films are now only shown after 9.30 pm .’*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether these advertisements breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board was of the view that the depiction of violence within the advertisements was not inappropriate given that the advertisements had received classifications restricting them from being broadcast within certain time classification zones. The Board determined that the advertisements did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.