



CASE REPORT

1. Complaint reference number	12/00
2. Advertiser	Moonlight Cinema
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 8 February 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a scene of a man dancing by himself in a disco, in the style of the movie 'Saturday Night Fever'. A shot is heard and the man falls to the floor, as the background music changes from disco music to a mandolin. The words 'Everything from Saturday Night Fever to The Godfather ... Epson Moonlight Cinema'.

THE COMPLAINT

Comments that the complainant/s made regarding this advertisement included the following:

"I believe the ad to not only be in bad taste and insensitive to those who have witnessed or suffered as a consequence of the abuse of firearms, but also totally inappropriate as a means of advertising a cinema."

THE DETERMINATION

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

The Board determined that the advertisement did not breach the Code and would not offend prevailing community standards. It was noted that the depiction of the man was clearly fictitious and presented in a humorous context. The Board, accordingly, dismissed the complaint.