

CASE REPORT

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| 1. Complaint reference number | 15/02 |
| 2. Advertiser | Columbia TriStar Films Pty Ltd (Thirteen Ghosts) |
| 3. Product | Entertainment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 12 February 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises clips from the film, ‘Thirteen Ghosts’, with a voiceover: ‘The only thing worse than being trapped in a house with a ghost is being trapped in a house with thirteen ghosts.’ The advertisement ends with a screen graphic giving details of the film’s MA classification and cinema screenings.

THE COMPLAINT

Comments which the complainant made regarding this advertisement included the following:

‘This movie is rated MA, has horror and supernatural themes, includes frightening scenes and music designed to heighten fear and tension. This ad was screened repeatedly during the Simpsons, a show, while quite adult in subtlety, is nonetheless watched by many children (including mine). The program is rated G, yet the ad is for a movie that children under 15 cannot see. This seems a pretty obvious discrepancy.’

THE DETERMINATION

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

The Board noted that the placement of the advertisement on television did not contravene the restriction on promotions for ‘MA’ classified films until after 7.30 p.m.

It determined that the advertisement did not breach the Code in relation to the portrayal of violence, and further determined that it did not contravene any other provision of the Code. Consequently, the complaint was dismissed.