



CASE REPORT

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| 1. Complaint reference number | 171/98 |
| 2. Advertiser | The Premium Movie Partnership |
| 3. Product | Entertainment |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Other - Miscellaneous |
| 6. Date of determination | Tuesday, 13 October 1998 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement depicts a morgue scene. A morgue employee is seated at a stainless steel hospital like trolley eating a slice of pizza. On the trolley in front of him is a television set (which he is watching). Also on the trolley are two beakers/jugs. Inside one of the beakers, is what appears to be a brain and in the second what appears to be an eyeball. Various other surgical/medical equipment is on the table for example syringes and a silver kidney shaped bowl. Standing behind the man are what appear to be four very pallid and morbid looking 'corpses' complete with white gowns and tagging. The four are staring at the television set. The impression is created that the 'corpses' have come out of their storage trays/drawers because the bank of drawers reveals some open doors. At the top of the page is the wording, 'Showtime, its not the box. It's the box office.'

THE COMPLAINT

Comments the complainant made about the advertisement included:

'I find this ad very offensive and sick.'

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 was of the opinion that the advertisement did not depict material that would offend prevailing community views. The Board was of the opinion that the advertisement did not breach the Code and dismissed the complaint.