



## **CASE REPORT**

1. Complaint reference number	197/00
2. Advertiser	20th Century Fox Flim Distributors Pty Ltd (Me, Myselg & Irene)
3. Product	Entertainment
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 11 July 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENTS**

There are two print advertisements, one captioned ‘Jim Carrey’s 350 facial expressions shine through once again’, and the other ‘Gut bustingly funny’. Each portrays a half-face shot of the actor, Jim Carrey, on each side of the advertisement – smiling on the left (From Gentle) and tight-mouthed on the right (To Mental). Each advertisement mentions the lead actor, the title of the film and the words, ‘From the Directors of ‘There’s Something About Mary’, ‘Now showing in cinemas everywhere – See it first @ [www.foxmovies.com.au](http://www.foxmovies.com.au)’.

## **THE COMPLAINT**

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

*‘Use of the tag line “From Gentle to Mental” ..... insults and vilifies people with a mental illness..... To see their plight mocked and made light of ..... is not only highly distressing for those with a mental illness and their families, we fear it may also discourage those developing a mental illness from seeking help.’*

## **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 word, ‘mental’, is a colloquial expression broadly used within the Australian community and that its use in this context did not constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.