



CASE REPORT

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| 1. Complaint reference number | 227/08 |
| 2. Advertiser | Paramount Pictures |
| 3. Product | Other/ Film |
| 4. Type of advertisement | Transport |
| 5. Nature of complaint | Violence Other – section 2.2
Other - Causes alarm and distress to children |
| 6. Date of determination | Wednesday, 9 July 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement is displayed on the back of a bus. The advertisement features an image of the film character - The Incredible Hulk. The Hulk is in the foreground and takes up most of the image, approximately 2.5m high. He appears to be shouting at the camera. The background of the image includes the New York skyline and an explosion.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

My 4 year old son is absolutely terrified of this ad. He first saw it one fortnight ago and was very scared by it then. Since then he has had nightmares that seem to be connected to the image on the ad, and is worried that he will see the ad again on buses that we pass. I cannot believe it is able to be posted on public transport in the line of sight of small children and babies. Further to this complaint, are there controls on the type of advertising that is allowed on public transport? (I sometimes have to wonder??)

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

The image in question was approved for outdoor use and was subsequently approved by the supplier ie Buspak.

Throughout the process of selecting materials for this campaign it was not anticipated that this image, of such a well known character, would cause concern and this is the only complaint/comment of this nature we have received throughout the campaign – official and non-official.

The campaign for THE INCREDIBLE HULK was not targeted at children and it was certainly not our intention to scare small children. It is therefore regrettable that in this instance this has occurred.

I would like to inform you that the bus back campaign for THE INCREDIBLE HULK ran from 26/05 – 16/06, so therefore is now no longer in the marketplace.

THE DETERMINATION

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

The Board viewed the print advertisement and did not consider it to be overly frightening, given it featured the Incredible Hulk who is a well known character and is intrinsically 'good'.

The Board acknowledged that young children are frightened by many things and that it is hard to predict what will affect individual children.

However on balance the Board agreed that the advertisement would not cause alarm and distress to most viewers.

The Board also noted that as the advertisement was a promotional advertisement for a film it had a limited run time and as such the image would not to be used on a long term basis.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.