



## **CASE REPORT**

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|-------------------------------|------------------------------------|
| 1. Complaint reference number | 234/07                             |
| 2. Advertiser                 | Twentieth Century Fox (Die Hard 4) |
| 3. Product                    | Entertainment                      |
| 4. Type of advertisement      | Outdoor                            |
| 5. Nature of complaint        | Violence Other – section 2.2       |
| 6. Date of determination      | Tuesday, 14 August 2007            |
| 7. DETERMINATION              | Dismissed                          |

## **DESCRIPTION OF THE ADVERTISEMENT**

This outdoor advertisement for Die Hard 4 features Bruce Willis and various scenes from the movie, one of which depicts a man holding a gun to a woman's head as in a hostage situation.

## **THE COMPLAINT**

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

*One of the panels has a man holding a gun to a woman's throat. This image should not be on display for my children to see.*

## **THE ADVERTISER'S RESPONSE**

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

*With regards to the complaint, it is unfortunate that (the complainant) feels the billboard unsuitable for his children. The Creative follows the OFLC guidelines to the placement of a film's rating for this type of large format signage, is not required to display the classification, in fact at the time of production the film was yet to be classified, as it wasn't available in the country. The film's genre is an action film of fictional story. I hope that (the complainant) can choose an alternative route to avoid his children having further sightings of the billboard.*

## **THE DETERMINATION**

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

The Board noted the complainant's concern about the violent images in the advertisement. The Board noted that the advertisement is for a movie of the action/thriller genre and that the scenes depicted in the advertisement were relevant to the product. The Board noted the image of the man holding the gun to the woman's throat and that this image was one of four or five images in the advertisement. The Board considered that the images were static images without sound or action and that, as the image was in context of the product, the violence depicted was not inappropriate.

The Board determined that the advertisement's depiction of violence was justified by its context of the product it was advertising and did not breach section 2.2 of the Code. Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.