



## **CASE REPORT**

1. Complaint reference number	336/04
2. Advertiser	Roadshow Film Distributors Pty Ltd ("The Grudge")
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 7 December 2004
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement features various scenes from the horror movie "The Grudge".

## **THE COMPLAINT**

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

*"Most of the Horror movie promotions on TV are edited, where no actual horror will be included in the advertisement (eg. The Village). However, in this case, The Grudge showed some footage during the advertisement, which me and my friends found VERY UNCOMFORTABLE and OFFENSIVE. This advertisement took us to the extreme where we do not want to watch channel nine and ten in order to avoid it."*

## **THE ADVERTISER'S RESPONSE**

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

*"The content of the television commercials is within the context of the product we are advertising, that being the film THE GRUDGE."*

*"Roadshow Films has ensured that all advertisements created for "The GRUDGE" campaign have been carefully scrutinized both internally and externally to ensure they are appropriate and suitable in light of all circumstances to the Australian television viewing audience."*

## **THE DETERMINATION**

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board was of the view that the violent scenes depicted were justified in the context of the product being advertised, that is, a horror film.

The Board found that the depiction did not contravene the provisions of the Code relating to other.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.