



## **CASE REPORT**

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| 1. Complaint reference number | 368/00   |
| 2. Advertiser                 | Twentieth Century Fox Film Distributors Pty Ltd (What Lies Beneath)  |
| 3. Product                    | Entertainment  |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Violence Other – section 2.2<br>Portrayal of sex/sexuality/nudity – section 2.3<br>Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 13 February 2001  |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement, set to sound effects, portrays Harrison Ford and Michelle Pfeiffer in clips from the film, 'What Lies Beneath'. The clips are interspersed with text, 'Don't Ask', 'Don't Look' and 'Don't Dare Disturb'. They include images of Mr Ford saying, 'I had an affair with her and she threatened to kill herself'; Ms Pfeiffer saying, 'There's a ghost in my house and she's trying to hurt you', 'Something is happening to me' and 'She's starting to suspect something', screaming, driving a car in a fog and coming upon a body in a bath.

## **THE COMPLAINT**

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

*'This material is totally unsuitable for any child and should be prohibited from being aired until after 8.30pm every night. .... found these scenes quite disturbing and I'm sure most of the children who were watching at that time would have experienced the same thing.'*

## **THE DETERMINATION**

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

The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint. The Board noted in passing that the advertisement had received a 'J' classification which restricts its broadcast to programmes classified 'Parental Guidance (PG)' and PG time zones. The Board further noted that the programme viewed by the complainant and the timeslot in question were in accord with the classification.