



CASE REPORT

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| 1. Complaint reference number | 393/99 |
| 2. Advertiser | Columbia Tristar Films Pty Ltd (The Bone Collector) |
| 3. Product | Entertainment |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Violence Other – section 2.2
Other - Causes alarm and distress to children |
| 6. Date of determination | Tuesday, 7 December 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor bus back advertisement consists of a scene, as if viewed through a car driver's windscreen, in which a person's eyes can be seen in the rear view mirror and a figurine dangling from the mirror. It is headed with the words 'Right now, this serial killer could be looking at his next victim' and contains additional text detailing the forthcoming release of the film 'The Bone Collector'.

THE COMPLAINT

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

"I believe that this is a very violent image and message and is not an appropriate ad to be viewed by the general public, in particular, young children. I personally find it offensive and very disturbing."

THE DETERMINATION

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

The Board determined that the advertisement did not breach the Code and would not offend prevailing community standards. It was noted that the complainant had mistakenly identified the figurine hanging from the rear view mirror as a severed human hand. The Board, accordingly, dismissed the complaint.