



CASE REPORT

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| 1. Complaint reference number | 513/09 |
| 2. Advertiser | Hoyts Distribution |
| 3. Product | Entertainment |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Violence Other – section 2.2
Other - Causes alarm and distress to children |
| 6. Date of determination | Wednesday, 11 November 2009 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement describes the theme of the film SAW VI. The voiceover says in a deep echoing voice: "... six chances, six lessons, six choices ... it is your decision to survive". There is a loud scream. The voiceover says: "the game comes full circle".

THE COMPLAINT

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

*The advert is presented in the same type of voice and background that a competition or radio announcement might be made, leading the listener to believe it is a light-hearted or Nova related presentation. It sounds similar (initially) to other Nova presentations.
The description of death as a game and the whole nature of this advert and what is actually said is repugnant; I find it not only offensive I actually feel slightly traumatised by the nature of it's content (it keeps going round my head having since turned the radio off).
I can choose not to go too horrific films where violence is portrayed in a 'disposable' and indiscriminate manner but I do not want to hear this kind of language or graphic description of extreme violence and threats of extreme violence in my car or office or even when my children are around. It is utterly abhorrent.*

THE ADVERTISER'S RESPONSE

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

The ad was targeted to the demographic and profile that matched our MA15+ rating, we bought advertising on Nova radio targeting 16-29 year old males.

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 concerns that the marketing of the film SAW VI was horrifying and that it was too graphic for radio.

The Board noted the advertiser's response that the advertisement was targeted to the demographic and profile that matched the MA15+ rating of the film and was targeted to 16 - 29 year old males.

The Board listened to the advertisement. The Board noted that the advertisement described the theme

of the film SAW VI and there was a scream in the background which was indicative of it being a horror film.

The Board considered whether the advertisement was in breach of section 2.2 of the Code.

Section 2.2 of the Code states:"

"Advertising or Marketing communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised."

The Board noted that the advertisement is for a horror movie and that therefore inclusion or suggestion of violence is relevant to the product advertised. The Board noted that the demographic for the particular radio station is an adult audience. The Board agreed that some members of the public would prefer not to hear this type of advertisement or advertisements for these products. However the Board considered that the content of the advertisement was not overly violence and that as it was relevant to the advertised product it 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.