



CASE REPORT

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| 1. Complaint reference number | 52/01 |
| 2. Advertiser | United International Pictures (Hannibal) |
| 3. Product | Entertainment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 13 March 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The Board viewed two versions of the advertisement both of which comprise a series of shots/scenes and voiceovers from the film including the character, Hannibal (Lecter) saying (of Florence) 'I've enjoyed many excellent meals there' followed by a brief shot of Lecter leaning forward, mouth open in the direction of what appears to be an human head, Lecter surprising a man from behind, Lecter holding a sharp knife, a group of Police officers, guns drawn, the female protagonist (Clarice Starling) saying, 'The person I'm looking for is a very dangerous man...he's killed fourteen people we know of...'. Clarice Starling brandishing a gun, and a silhouette type shot of a man carrying the limp form of a woman.

THE COMPLAINT

Comments which the complainant made regarding these advertisements included the following:

'(The advertisement appeared during) The Pretender, a show which most families would allow their children/youth to watch...However, during the second episode of Pretender, at the first advertising time the film...Hannibal was promoted...This a film about serial killing which unfortunately was given a "borderline MA" rating and not an "R" rating.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether these advertisements breach Section 2 of the AANA Advertiser Code of Ethics ('the Code').

The Board noted that the images from the film selected for inclusion in the advertisements were abridged and truncated scenes which did not contravene prevailing community standards. The Board determined that the advertisements did not breach the Code on any ground and, accordingly, dismissed the complaint. The Board noted that it was not its role to adjudicate on the desirability of the advertising of films carrying restricted classifications.