



CASE REPORT

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| 1. Complaint reference number | 57/99 |
| 2. Advertiser | Twentieth Century Fox Film Distributors Pty Ltd (Very Bad Things) |
| 3. Product | Entertainment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 9 March 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This is an advertisement/trailer for a film entitled, 'Very Bad Things.' The advertisement includes a voiceover saying, 'It was a killer bachelor party until the entertainment died...' A man is shown saying, 'There are bodies all over the bathroom' and visuals including a man dressed in protective clothing holding a chainsaw above his head as if to start carving and a second man with a vicious expression wielding a bat or baton of some description. A woman says, 'Just get rid of that dog...' and a man responds, 'You want me to kill the dog.' The advertisement concludes with a shot of a dog walking unsteadily apparently on three legs with a yelping/whimpering sound in the background.

THE COMPLAINT

Comments the complainant made regarding this advertisement included the following:

'The...movie ...seems to involve people killing other people with chainsaws (although this was not shown graphically). The part which I believe is perverted is a quick segment at the end when a dog is shown limping away, yelping with three legs – the implication clearly that it's leg was amputated with a chainsaw!'

THE DETERMINATION

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

The Board determined that the material depicted in the advertisement did not constitute a breach of the Code and dismissed the complaint.