



CASE REPORT

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| 1. Complaint reference number | 60/02 |
| 2. Advertiser | Roadshow Film Distributors Pty Ltd (Harry Potter and the Philosopher's Stone) |
| 3. Product | Entertainment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 12 March 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement employs excerpts from the film ‘Harry Potter and the Philosopher’s Stone’ with an announcer’s voice-over saying: “This is Howarts, a school just like yours...Where brooms fly...homework explodes...and teachers turn their students into wizards.” At this point, one of the students addresses a teacher, saying: “That was bloody brilliant.” The advertisement ends with a full-screen depiction of the film title with an accompanying PG rating symbol, and a closing caption reading: ‘In Cinemas Now.’

THE COMPLAINT

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

“It has been impossible to escape ads for the Harry Potter movies, but this is the ONLY ad that I have seen that features the use of a swear word...I appreciate that Australian colloquialisms have become more widespread, but these words are banned at my child’s school and most sensible adults would agree that this is not a word that a six year old should be using.”

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 considered that under prevailing community standards, most people would readily accommodate the language used in the context of the television advertisement.

It determined that the content of the advertisement did not contravene the language provisions of the Code, and that it did not breach the Code on any other grounds. Accordingly, the complaint was dismissed.