



CASE REPORT

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| 1. Complaint reference number | 71/01 |
| 2. Advertiser | Roadshow Film Distributors Pty Ltd (The Exocist) |
| 3. Product | Entertainment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 10 April 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays scenes and sounds from the director's cut of 'The Exorcist' with a commentary and caption describing it as *'The most terrifying movie of all time...in a version you've never seen...with digitally restored sound.'* A closing caption announces the movie to be currently on show at local cinemas. The radio advertisement relies on clips from the film soundtrack, but otherwise contains similar content.

THE COMPLAINT

Comments made by complainants in relation to this advertisement include:

'It was shown during Sex And The City ... I chose to watch a program with sexual themes, something that I feel comfortable with, not horror, which I am not ... You brought uninvited horrific images into my home with absolutely no warning.' *'My daughter was doing her homework when she looked up and saw the advertising of this movie...She started crying and got scared to go around our house'* *'I firmly believe that emotional states can be affected by the graphic images contained in the ad ...'* and *'...the movie has come back to haunt me and I am afraid to watch TV at night.'*

THE DETERMINATION

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

The Board determined that the material within the advertisements did not contravene prevailing community standards in relation to violence or health & safety, and that the advertisements did not breach the Code on these or any other grounds. Accordingly, the complaint was dismissed.