



CASE REPORT

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| 1. Complaint reference number | 79/01 |
| 2. Advertiser | Buena Vista International (Dracula 2000) |
| 3. Product | Entertainment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 10 April 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows scenes from the movie Dracula 2000 with a voiced commentary that *'Only one movie will get your adrenalin pumping, your heart racing ...Dracula 2000.'* The advertisement concludes with a close up of vampire teeth biting into a neck ahead of a caption giving cinema details.

THE COMPLAINT

Complainant comments in relation to this advertisement included the following:

'As the advertisement was played during the show Friends, I consider myself lucky that my children ran out of the room just prior to this ad. Nightmares from my 5 year old are not my favourite thing, and ads of this caliber are just the sort of thing that would trigger such nightmares.'

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 was of the view that the material within the advertisement did not contravene prevailing community standards relating to the portrayal of violence and that it did not breach the Code on this or any other ground. Accordingly, the complaint was dismissed.