



CASE REPORT

1. Complaint reference number	90/06
2. Advertiser	Sony Pictures Releasing Pty Ltd (Hostel)
3. Product	Entertainment
4. Type of advertisement	Print
5. Nature of complaint	Violence Other – section 2.2 Other - Causes alarm and distress to children
6. Date of determination	Tuesday, 14 March 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This is a black and white print advertisement for the movie “Hostel”. It depicts a head and shoulders image of a man with his head tilted backwards and an electric drill being forced downwards into his mouth. A quote above the ad from www.horrormovies.com reads “Sick, twisted, disgusting and absolutely brilliant!” The advertisement includes a film classification of R rating.

THE COMPLAINT

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

It depicts a man with a power drill inserted into his throat.

It consists of a photo of a man being tortured with a drill.

I'm absolutely appalled and disgusted by this poster....a scene of torture and cruelty.

It is morally and socially irresponsible of advertisers to allow children to see this picture.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

Any violence portrayed is in the context of our product (Hostel).

We included a review quote at the top of the advertisement to clearly state the content of the film.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted that the product advertised is a movie for cinema release that has been classified R18+. The Board also noted that the advertisement appeared in a general adult newspaper.

The Board considered that the image was a disturbing image but that in the context of the product advertised and the medium in which it appeared, the advertisement did not breach clause 2.2 of the Code regarding the depiction of violence.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.