



CASE REPORT

1. Complaint reference number	97/00
2. Advertiser	Beyone Films International Ltd (Cut)
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 11 April 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENTS

There are two television advertisements in the campaign:

1. The advertisement begins: ‘The makers of “Cut”, the movie, would like patrons to be aware of the following: sharp objects such as knives, screwdrivers and garden shears are not permitted in cinemas. Should you find yourself decapitated by such a device, your money will be gladly refunded.’ Blood is spattered over a yellow screen containing the words, ‘Thank you.’ The advertisement then comprises brief shots from the film, including a knife attack to a stomach, a gun firing and a wire/rope against a throat. A woman holding a frying pan says, ‘Let’s get the son of a bitch’. Details of screenings follow. Blood is again spattered over a yellow screen containing the words, ‘Warning. Movies Can Kill’.

2. The advertisement depicts scenes from the film under the headings, ‘The Producer’, ‘The Director’ and ‘The Star’. It concludes with details of screenings and a final message as in (1) above.

THE COMPLAINT

Comments which the complainant made regarding these advertisements included the following:

‘It appeared to advertise a movie called ‘CUT’ and was extremely violent and bloody. It was shown towards the end of my favourite programmes and I found the onslaught of its message totally disgusting.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether these advertisements breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board was of the view that the portrayal of violence within the advertisements was not inappropriate given that the advertisements had received an AV classification and were restricted to being broadcast between 9.30 p.m. and 5 a.m. The Board determined that the advertisements did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.